CONFECTIONERY & BAKING CRAFT

SPECIAL FEATURES:

Winners in the Window

Cake Decoration

Sponge Goods

THE INTERNATIONAL JOURNAL

Vol. 49 No. 6 JUNE, 1953 1/6 Monthly

BY APPOINTMENT
PURVEYORS OF ALMOND PRODUCTS TO
THE LATE KING GEORGE VI
JOHN F. RENSHAW & CO. LTD

Light and summery
Cakes and Fancies
with

MARSHMALLOW★

Our representative carries a few samples of finished lines which suggest new ideas. It may be worth your while to ask him to show them to you.

★It is pure white in colour, keeps indefinitely, is simple and speedy to use, gives great bulk, sets quickly and will not run back. A first-class product in fact.

Manufactured by

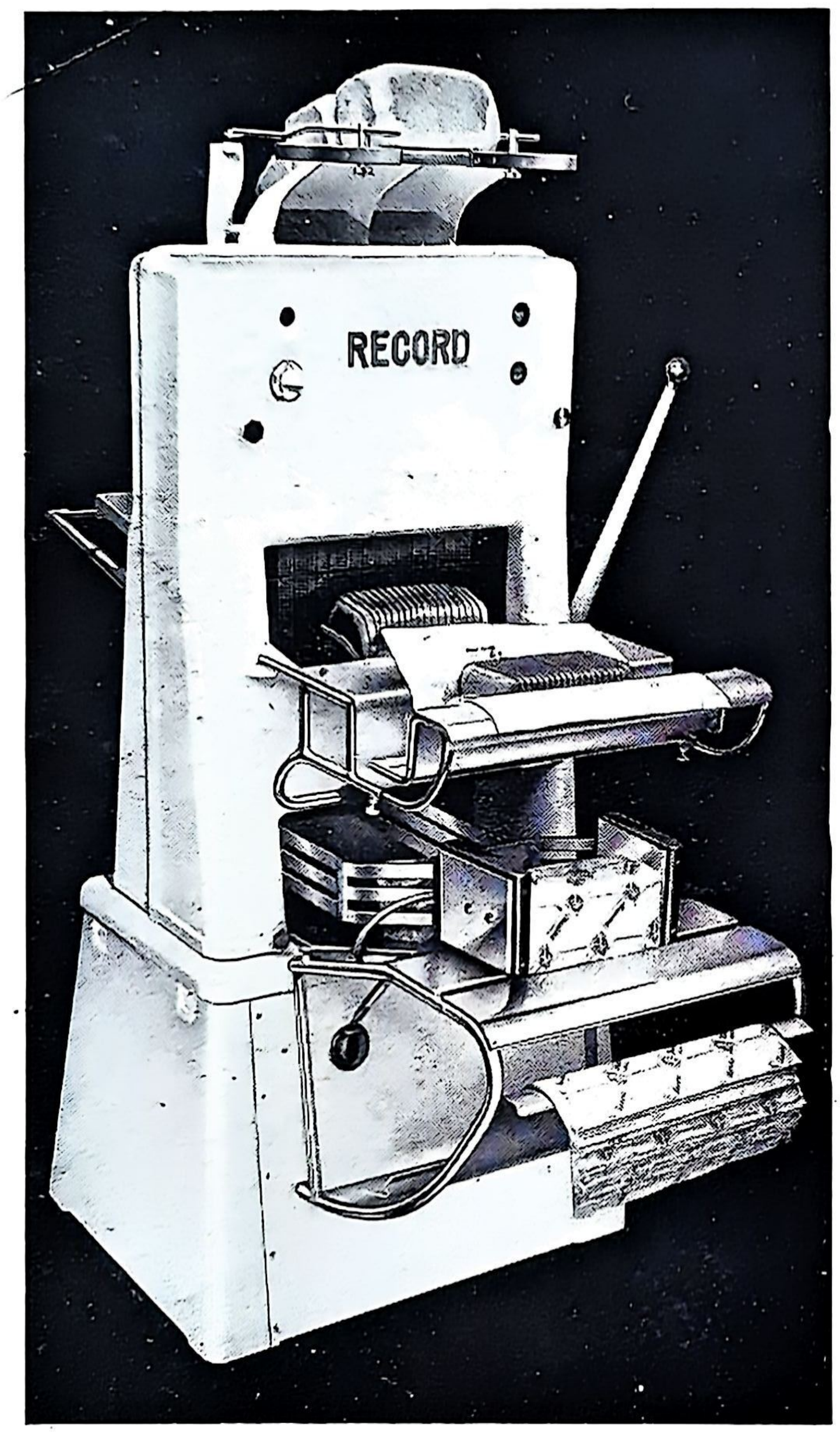
RENSHAW

of

MITCHAM in SURREY

NEWS!

2 sizes of slice on the "RECORD" "SLICPACK"



without changing frames

IN ADDITION TO BEING

- The most compact.
- Semi-automatic and safety proof.
- Easy and simple to operate from central position.
- Incorporating overhead feeding device.

THIS NEW INTRODUCTION SOLVES THE MAIN PROBLEM OF DUAL SLICING FOR SMALL AND LARGE BAKERIES.

Place your order today in view of the enormous demand for this latest innovation.

Changeover of frames can be arranged for all users of the 'RECORD' "SLICPACK."

PATENT APPLIED FOR

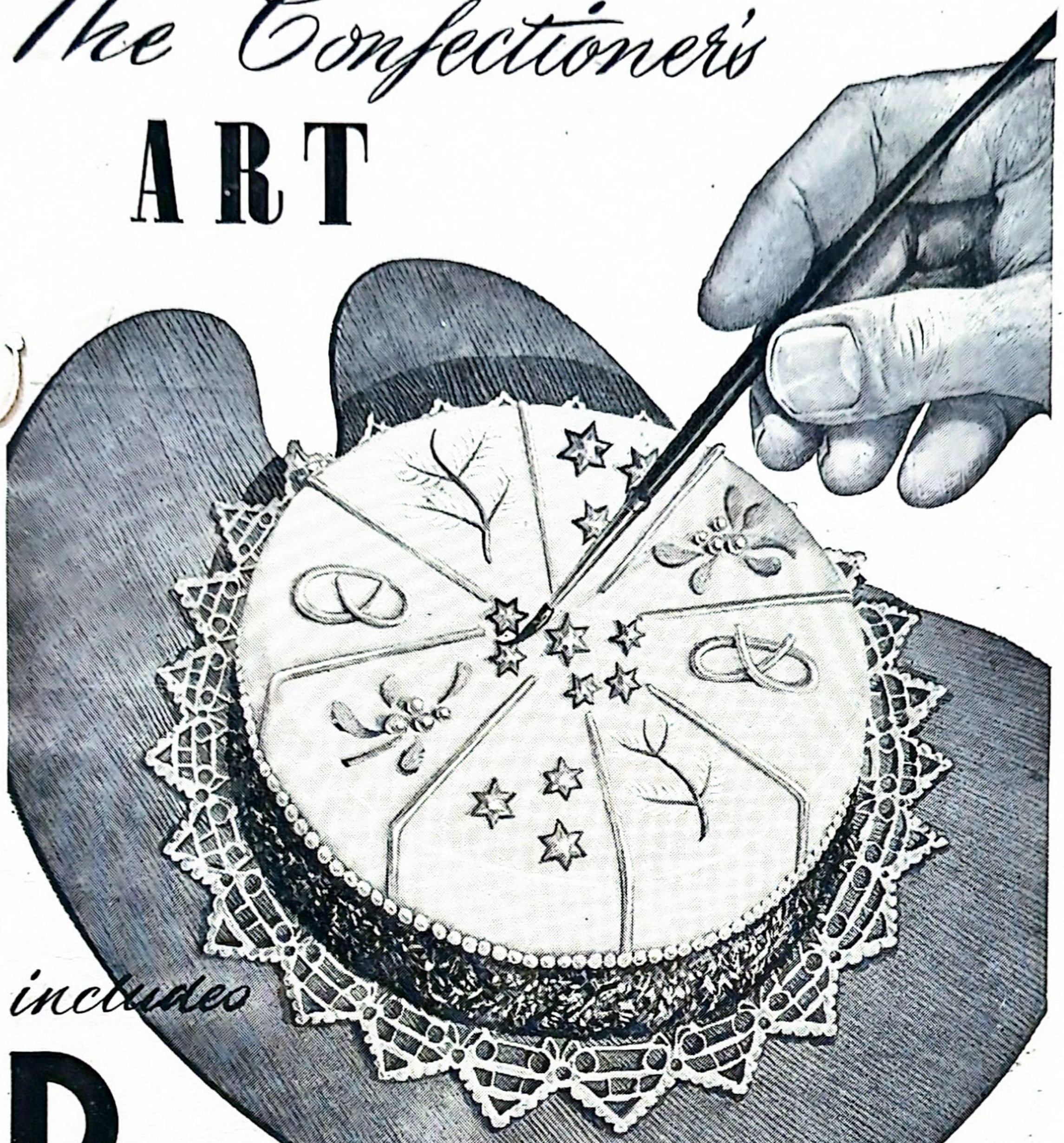
RECORD BAKERY EQUIPMENT CO. LTD.

77/79, NEWINGTON GREEN ROAD, LONDON, N.1.

Tel.: CAN 4827 (3 lines)

The Confectioner's

ART



includes

BUSH

Flavours & Colours

A few magical drops transform cakes, pastries, jellies, creams and fillings. Made by distillers of full strength flavouring essences and colours of unrivalled quality and purity. Available from distributors and wholesalers throughout the United Kingdom and Northern Ireland. Full details available on request.

W. J. BUSH & CO. LTD. LONDON. E.8. ENGLAND

When these *labels...*

are in your bakery again

then you will know that you have the best Shortenings that money can buy.

Manufacturers :

THE SOUTHERN OIL Co. LTD

TRAFFORD PARK, MANCHESTER & KEADBY, LINCS.

D.C.L

Britain's
BEST YEAST

BRINGS GRIST TO THE BAKER'S MILL

The Hall Mark of a Good Loaf

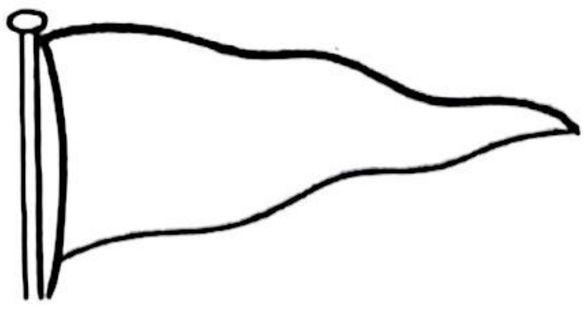
Always use D.C.L the Initial Yeast

The United Yeast Co. Ltd.

MANCHESTER · BIRMINGHAM · BRISTOL · LEEDS
LONDON · NEWCASTLE-ON-TYNE

SEE TELEPHONE DIRECTORY FOR ADDRESS OF OUR LOCAL BRANCH

PENNANT



COVERING CHOCOLATES

SMOOTH
FLUID
QUICK DRYING
ECONOMICAL
DELICIOUS

Supplies are still limited owing to continued restrictions, but if you wish to open an account with us, we hope you will let us know, so that when increased quantities are available, we can send you a share.

Our Technical Department is competent to advise on the purchase of equipment, or to assist in overcoming production difficulties. If you care to make use of this service, for which there is no charge, we shall be glad to hear from you.

CADBURY BROS. LTD.

Contract Sales Department, BOURNVILLE

CHERRIETTES

The original Imitation Glacé Cherry introduced by us in 1937, and replaced by "Jellyettes" during the war years.

Manufacture has now recommenced.

Perfect for Baking or Decorating.

Packed in attractive 12 lb. containers.

Red, Golden and Green.

Our representative will show you samples.

BRITISH FONDANTS LIMITED

Avern Works
East Molesey
Surrey

Longley Lane
Northenden
Manchester

MARGARINE

Inseparable

The House of Pellerin have been making Margarine since 1871 when their founder, E. Pellerin, was the first to acquire the sole rights from the French inventor, Mège-Mouriès. Their skill has grown with the years and today the name "Pellerin" is inseparable from that of Margarine.

PELLERINE

AUGUSTE PELLERIN LIMITED · SOUTHAMPTON

CVS–64

June, 1953

Bermaline—

STILL THE BEST Brown Bread

A Golden Link between Baker and Public

MONTGOMERIE & CO·LTD·IBROX·GLASGOW S·W·1

THE

NAME TO REMEMBER

FOR MODERN BAKERY

EQUIPMENT - MACHINERY AND

OVENS SUPPLIED AND REPAIRED

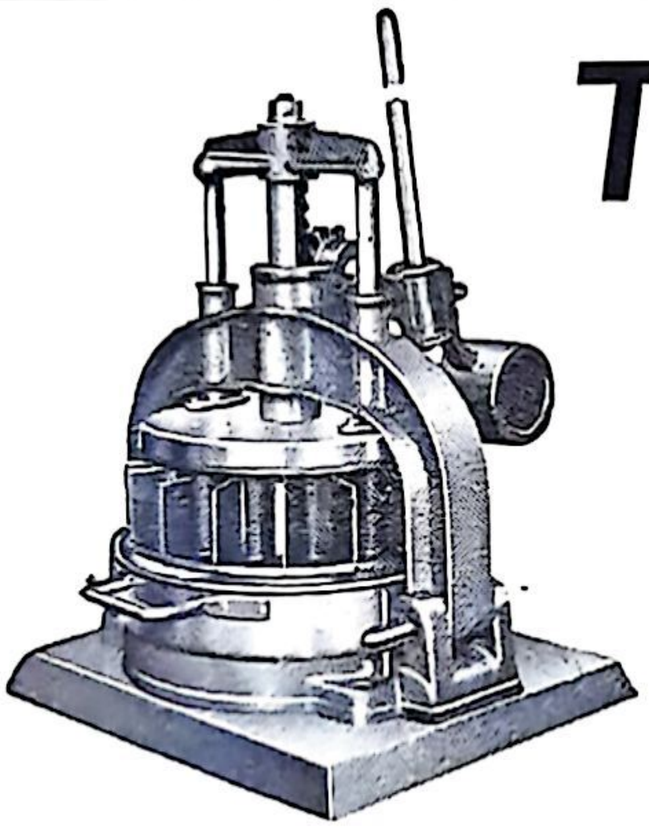
DOT PATENT **DOUGH DIVIDER**

W.F. MASON LTD.

Established 1870

JEM PATENT **SPINDLE MOULDER**

(Sect. 4) **MONA WORKS** - **MANCHESTER 19** - **Tel.: RUSHOLME 4216**



The ROBERTSON DOUGH DIVIDER

Will multiply your output

Divides quickly and accurately by weight . . .

No. 1 TYPE
(as illustrated)
£25

No. 2 TYPE £28/10/-

No. 3 TYPE £35

IDEAL FOR

SCONES, ROLLS, Etc.

MAXIMUM CAPACITY OF PAN:

*Types No. 1 and 2 .. .. ..

HYGIENIC STORAGE
IS ALWAYS A PROBLEM

No. 127/128 Confectionery Cabinet

OUR 127/128 CONFECTIONERY STORAGE CABINETS ARE THE ANSWER AND ARE JUST WHAT YOU NEED

they are

HYGIENIC AND HANDY

- Closed by sliding shutter fronts
- 8 to 12 tray capacity
- Accommodates trays 30″ by 18″, or to order
- Made to take trays sliding wide way or narrow way to front
- Also with OAK or MAHOGANY finish for the SALES SHOP

Price £20 to £24 10s., depending on size and finish

Send for Details and Catalogue JC/CBC

T. ERRINGTON & SONS, LTD., 7 Cottage Grove, PORTSMOUTH

The Pioneer Caramel Manufacturers

Established 1880

SATINEX

Your Colour Problem Solved!

SATINEX CAN BE USED FOR THE COLOURING OF ALL TYPES OF FOODSTUFFS. IMPARTING A DELIGHTFULLY RICH AND APPETISING APPEARANCE

Write for Sample to :

L. LAMBERT & CO. LTD.

London Office : 4 Percy Street, W.1

Telephone : MUSeum 6102

Factory : Colne Works, Uxbridge, Middx.

Telephone : Uxbridge 95

JUNE
CONTENTS

Confectionery and Baking Craft

Vol. 49 No. 6 JUNE, 1953

Stafford House, Norfolk Street
Strand, London, W.C.2

Telephone : TEMPLE BAR 5273
Telegrams : BUNS, PHONE, LONDON

Confectionery and Baking Craft is published on the 5th of each month, price 1/6. Annual Subscription, home or abroad, 12/6 post free. *Confectionery and Baking Craft* publishing offices are at Stafford House, Norfolk Street, Strand, London, W.C.2. The telegraphic and cable address is "Buns, Phone, London," and the telephone number is Temple Bar 5273.

Cheques, Post Office Orders, etc., should be made payable only to the Proprietors, Maclaren & Sons, Ltd., and crossed "Midland Bank, Limited."

All literary contributions should be addressed to the Editor, and letters having reference to advertisements or subscriptions to the publishers. The Editor invites articles on subjects of interest to the industry and photographs of good pieces of cake decoration, bakeries, persons, etc. These will be paid for on publication.

A fortnight's notice is necessary to change a subscriber's address and notice of both old and new addresses should be given in writing.

Our correspondents in South Africa are MACADAMS, LTD., 7 Loop Street, Cape Town, P.O. Box 1410; 159 Commissioner Street Johannesburg, P.O. Box 1410; Victoria Quay, Port Elizabeth, P.O. Box 202; and 331 Pine Street, Durban, P.O. Box 90; who are authorised to collect subscriptions and who also carry a stock of our trade books.

Frontispiece 307

Here and There 308

Our Frontispiece 309

Winners in the Window 310
By F. Boreham

"Craft" Show 313
By M. E. Stevenson

Cake Decoration for All 317
By G. I. Marshall

Sponge Goods 325
By A. B. Barrows

Co-operative Skill on Show 333
By F. Day

Roundabout 344
By Paul J. Gough

A Visit to Germany 350
By Meditator

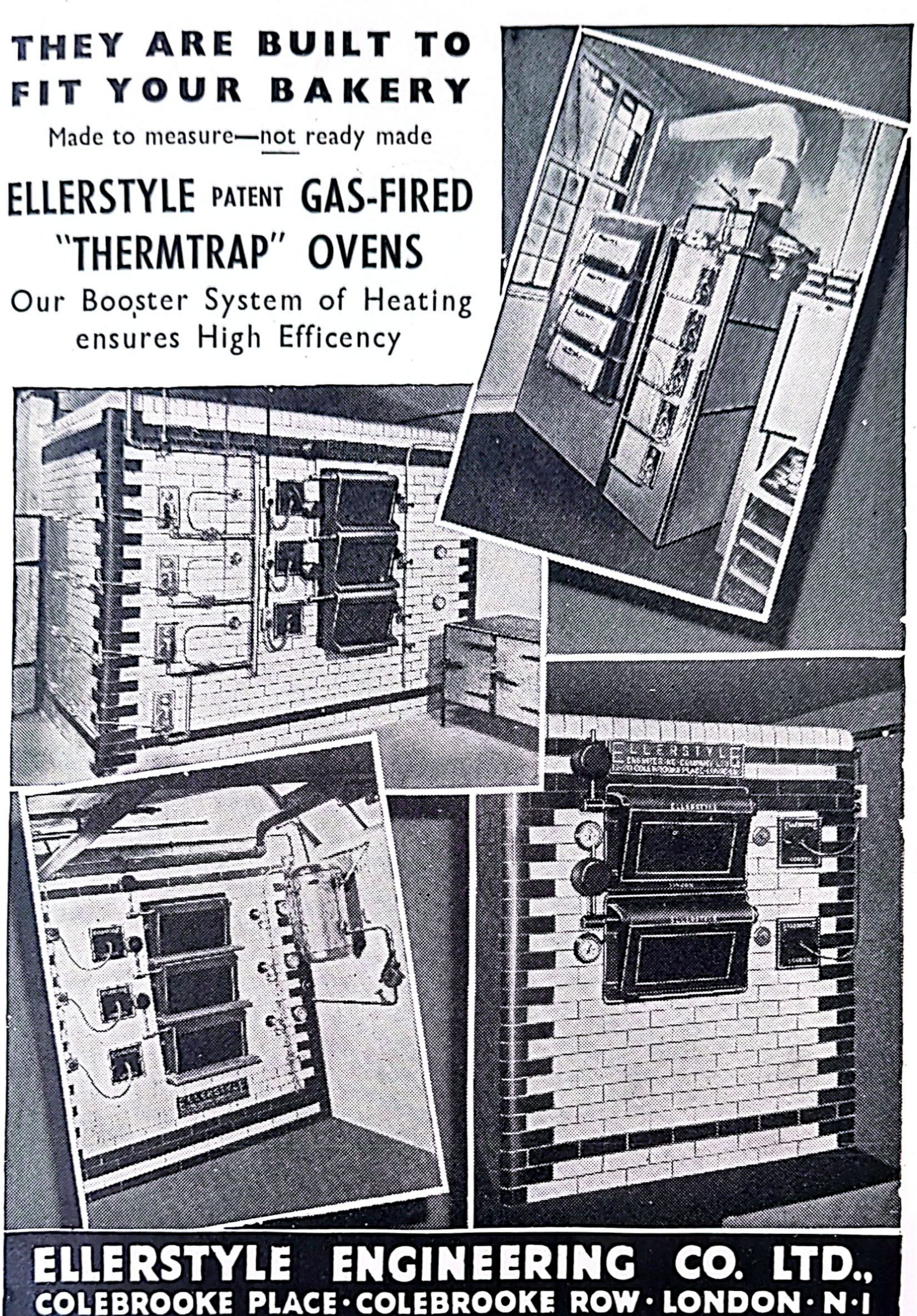
Book Reviews 360

THEY ARE BUILT TO FIT YOUR BAKERY

Made to measure—not ready made

ELLERSTYLE PATENT GAS-FIRED "THERMTRAP" OVENS

Our Booster System of Heating ensures High Efficency



ELLERSTYLE ENGINEERING CO. LTD.,
COLEBROOKE PLACE · COLEBROOKE ROW · LONDON · N·1
TELEPHONE CANONBURY 3257-8

Sole Agents for Lancs., Cheshire, N. Wales for ovens: CREEDS (LIVERPOOL), 44 Clare St., Liverpool

Further Important Bellamy Contributions to Bakery Practice

STANDARD
Mello-Mallo

Standard Mello-Mallo Cream has been famous in Bakery circles for well over a quarter of a century. Its superb quality, its many uses and its real economy, have placed Mello-Mallo in its present pre-eminent position. Mello-Mallo cannot go sour or rancid under any conditions and will keep milk cream fresh and sweet for several days. Standard Mello-Mallo also makes a beautiful modelling paste which may be coloured to a variety of delicate pastel shades.

SELF-WHIPPING
Mello-Mallo

Self Whipping Mello-Mallo, introduced in 1950 is a de luxe cream *which requires no additional egg whites or albumen.* The only addition required is water—4 ounces to each 1 lb. Amalgamated at slow speed and then beaten at top speed to full volume, SELF WHIPPING Mello-Mallo produces six times its volume of superb cream, ideal for filling, piping, sandwiching or spreading.

A. BELLAMY & CO. LTD.

BENDON VALLEY
LONDON, S.W.18

CLEVELAND ROAD
WOLVERHAMPTON

Distribution Depots : MANCHESTER and CARDIFF

Christening Cake (*see page* 309)

Confectionery and Baking Craft

June, 1953

Here and . . .

Dusseldorf Colour Film and Souvenir Brochure

WHEN the articles for exhibition at the Dusseldorf show arrived at the *Confectionery and Baking Craft* offices, a coloured film was prepared. This film has already had one showing in Scotland and was very favourably commented upon.

When the sub-titles and additions have been made, it will be made available on loan to any master bakers or students' association in the United Kingdom. Application, as early as possible, should be made to the Editor (Film), *Confectionery and Baking Craft*. It is a 16-mm. film and runs for about 30 min.

Also, in the course of preparation, is a limited number of souvenir brochures. These will consist of portraits of the products and the men who produced them, presented on high-quality art paper and contained in a hard board cover. The brochure is being sold at under cost in order that those who so willingly took part in the exhibition can have a lasting record. Those wishing to secure a copy of the brochure, which will be ready about mid-June, price 3s., should place a firm order with the Book Department, *Confectionery and Baking Craft*, at once.

A film, for public showing, of the exhibits was made by Pathe Pictorial, to be released during the week commencing June 15.

* * *

Natural Gas in Britain

A large-scale search for natural gas in this country is to take place in the near future. Discussions are proceeding between the Gas Council and the Anglo-Iranian Oil Company with a view to explorations being carried out over a period of five years.

Increases in the gas industry's coal and freight bill have aggregated a sum of £18 million a year in the last 18 months and have given added impetus to the industry's search for alternative sources of gas supply.

* * *

Frozen Bread

On his last Antarctic expedition the famous American explorer, Rear-Admiral Richard Byrd, found that some bread left in a hut four years before, under 20 ft. of snow, had remained wholesome and tasty.

A bakery firm in New York were taken with the idea and on baking their bread they put it straight away into a deep freeze. The housewife can then buy a week's supply of bread and she keeps it in the refrigerator until needed.

* * *

Storing Sugar

Our American contemporary, *The Northwestern Miller*, published in a recent issue the following suggestions to bakers for storing sugar.

1. Do not pile sugar directly against walls. A space of 1 ft. should be allowed between a pile of sugar and the wall.

2. Do not pile sugar directly on floors. Sugar should be placed on wooden racks to allow air space between the bags and the floors. It is also recommended that a layer of asphalt laminated paper should be placed on the top of the rack followed by a layer of plain paper (the plain paper avoids any odour contamination from the asphalt paper).

3. Avoid storing sugar near open doorways, elevator shafts or locations subject to draught.

4. Keep all warehouse doors and windows closed and ventilator openings sealed when not in immediate use.

5. To avoid moisture absorption by the sugar, do not store near any damp commodities.

6. Care should be taken to rotate stocks and the old adage, " first in first out," should be adhered to.

7. Sugar is very susceptible to odour contamination. Therefore, do not store sugar any place near a material possessing a strong odour.

* * *

Congratulations to . . .

W. Hambrook of F. Ayers & Sons, Ltd., Guildford, on winning the Allinson Trophy Competition Cup, and D. Masters, a student of Norwich City Technical College on winning the Allinson Students Cup.

* * *

Using Cakes to Sell Cars

The use of bakery products as a method of stimulating the sale of motor cars is a new plan adopted by a car sales firm in Los Angeles.

To celebrate its first anniversary in April, the firm purchased 2,100 individual birthday cakes from a Los Angeles bakery, to be delivered by that bakery to customers and friends of the car firm.

* * *

Canadian Bakery Foods Foundation

Establishment of the Bakery Foods Foundation of Canada and appointment of a full-time Director of Nutrition was announced recently.

. . . There

The chairman of the National Council of the Baking Industry, Mr. Walter Heagle, said: "A major task of the Bakery Foods Foundation will be to engage in continuing studies of the role of bakery products in nutrition. The Foundation will draw on the great store of data and information resulting from the world-wide development of the science of nutrition in recent years. Plans call for the Foundation to engage in and sponsor original studies and research. Results of this work will be made available to home economists, consumer groups, educationists, dieitians, press and radio, nutritionists, and the general public."

Our Frontispiece

This Christening cake was made by C. H. Elkes & Sons Ltd. at their Dove Valley Bakeries, Uttoxeter, on the occasion of the Christening of Viscount Ingestre, heir of the Earl of Shrewsbury, Premier Earl of England.

Christmas roses, snowdrops and doves were incorporated in the design by special request of the Countess. The family crest, the Talbot Dog, was on one side of the cake, while on the other side was the coat of arms of Viscount Ingestre, each portrayed in their heraldic colours.

The top of the cake was surmounted by a delicate crown of network which enclosed a raised plaque on which were inscribed the names of the young Earl and date of birth. All the intricate details were piped in pale blue, the only relief to a perfectly white cake.

WINDOWS have one job to do; one job only. That is to grab passers-by by the ears and hold 'em —metaphorically speaking.

Cups, diplomas, shields and certificates arranged in the windows of a baker's shop annoy me! I think they are a waste of valuable window space. Once you have drawn the customer into the shop, then show her your competition achievements. Say, in effect, " Madam, the attractiveness of the goods in my window has induced you to patronise my shop. Evidence that you will not be disappointed is hanging on the wall!"

The goods in the window. That's the thing. Ring the changes drastically.

Pick on a good-keeping line, always popular, like coconut pyramids. Make a lot of them—I once used 350 for one window display. Set them on the floor of the window in one great pyramid, on a carpet of coconut spread over the floor of the window. Use plenty of real coconuts, borrowed from the fruiterer, to aid the display. Have a coconut window. Show chocolate-covered coconut ice also, if you sell sugar confectionery; include dishes of coconut macaroons. By way of association of ideas, borrow a palm to stand in one corner. Passers-by will not pass by! They will stop, look—and come in! Only because you have surprised them.

Here is a true story which, I know well, some readers can vouch for.

" I can't sell half-crown gateaux," said the shop manageress flatly (this was before the war). " Try this sample," I replied. " Take it home."

It was a simple buttersponge wal-

The window illustrated in the heading is one of Sayers (Confectioners) Ltd., of Liverpool.

nut gateau. It had a crisp icing, flat finished, with walnuts on top. The sample softened her; the gateau was a really good one. She listened to me and co-operated. We backed the window with black material and covered the floor of the window with the same material.

Meanwhile, I had emptied a new case of coconut, and half-filled the silver-paper-lined case with walnuts. This was tilted on to its side in the window. The walnuts shot all over its base on to the black material. Silver-plated cake-stands of differing height were then dotted about, some tilted, each holding one walnut gateau. A bold, but severe, black and white showcard, very large, stood conspicuously in the corner. It was slanted in the direction from which most people came.

It was a winner! In white, black and silver; people even crossed over the road to look, simply because it was different. Even a policeman came across to investigate; and we did sell half-crown gateaux.

Honey Cake

Here is another one that really worked, too! It was only a very nice honey cake. It would have sold quite well anyway, no doubt. But the way we treated the thing, it gave us our highest takings week since the preceding Christmas.

First, I borrowed a gross of 1-lb. jars of honey from a wholesale grocer and backed the window with them. I had a showcard made, honey coloured, nearly the height of the window. This portrayed the sun and sun-rays, with bees dotted about all over it. The caption was "The bees make the honey; we turn it into Delicious Honey Cakes!" We used a lot of pale green crepe paper in the window, and flanked the bold display of honey cakes with massive bowls of daffodils.

Now the point about all this is that I believe, quite sincerely, that the public were simply surprised to see the unexpected. You *do not* see a baker's shop window filled with daffodils and jars of honey. People experienced a mental jerk, and stopped—and looked—and thought: "Well, we've got to get something for tea!"

In this trade we can do it; we have got things to do it with.

Once, at Christmas time, I saw a large Christmas cake in a baker's shop with a hole cut through it. Each side was faced up to look like a railway tunnel entrance—and an electric train was running round and round, through that Christmas cake! The wagons were loaded with almonds, icing sugar and eggs. Father Christmas stood in the brake van at the back. It stopped people passing.

Colour Combinations

Dress shops can teach us. I have often been halted by a colour combination, or a striking use of one colour only, in a dress shop window, and I have passed it on to my wife, which was all I could do. But we have another advantage with our goods—male shoppers. Many a man came in and bought one of those half-crown gateaux to take home. Perhaps, but for that display, it would have been flowers!

Down in Coverack, in Cornwall, there is a baker with a window display of oil paintings by a local artist. Summer visitors do not pass his shop by, you know. That is a unique combination for you. I have not asked the enterprising gentleman, but I bet it is a money spinner.

We would have a legitimate grumble if we were fishmongers. I should hate to try and lay on a striking window display with a load of wet, cold, floppy fish, wouldn't you? We do not make the most of

the jolly good stuff which we produce. We can make it well, but we do not display it well.

One reason is that co-operation between shop and bakery is not always all that it might be. Where original suggestions come from the bakery end, the approach to the sales side must be most diplomatic. Enthusiasm is the most potent force in selling. Get the sales folk really keen on a daring new window display and you are half-way there. You cannot force it on them.

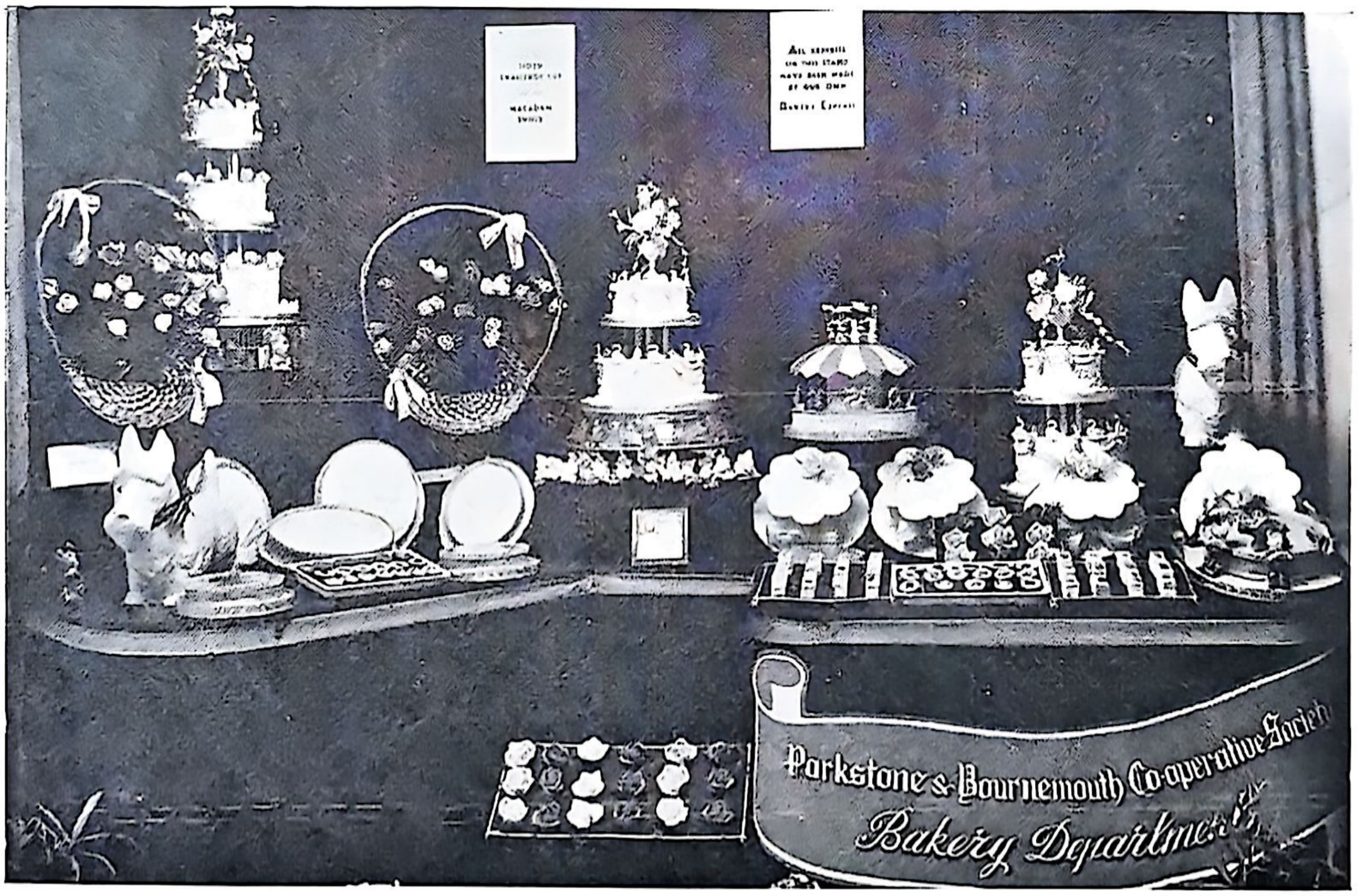
Sales resistance is so real to-day. But one way to break it is to shake it. Halt that passing trade, and it can flow into your shop.

Finally, please do not get me wrong in all this. Do not think I am arguing against competition work. I know all too well how much good it does in the trade; how much inspiration it is to the youngsters, too. So do not suggest sour grapes because I have not a bakery honour to my name. I wish I had. But if I had a dozen they would never, never, be in the window. Their place is on the wall, inside the shop.

Customers awaiting service will see them there. But a silver cup will never tempt a woman into a shop; sorry, but it won't! You are proud of those trophies. I would be, too. But trade competition is for craftsmen; it does not ring bells with the public. Let us face it—to the average potential customer, diplomas and certificates do not mean much.

Always remember that the public loves to be courted, flattered, startled—anything, except being taken for granted.

Silver Jubilee Window Display



A fine window display that fulfills many of the points made by the author of the above article is the one shown here which was put on last year by the Bakery Department of the Parkstone and Bournemouth Co-operative Society to celebrate the Society's Silver Jubilee

"Craft" Show

Confectionery Classes Reviewed

by **M. E. Stevenson**

(*Concluded*)

Class 8—Child's (any age up to 12) Commercial Birthday Cake (not to exceed 10 in. in diameter or in diagonal)

IN this class the height was not to exceed 12 in. and dummies could be used, but all decorations were to be edible. Numeral cakes were also allowed to be entered. The last clause was ignored and I feel that if it were adopted, and well carried out, it would make for a pleasing change, especially as the public have adopted the idea. Twelve good entries made this a class of exceptionally high standard and the judges had much difficulty in reaching a decision.

1st (2178): D. R. Adams—a very neat cake of true balance and well designed. The inscription "Peter" was very bold and striking; this is an essential in a child's birthday cake. The top circle was divided into five inherent circles—the top one carrying the figure 4 and the others showing the animal faces so appealing to kiddies of that age. A green ribbon gave quality to the side decoration.

2nd (1696): Milburn's Bakery, Sunderland—another good cake in pink with an attractive figure in a garden theme on top. The small inscription "Mary" in deep green was the weakness in this cake.

3rd (2194): R. G. Wall, Putney—a very nice cake in pale pink, which fully deserved its position. Closer concentric circles on the base and a follow through under the top border would have improved the design. The gnomes on the top were really pleasing and the side theme of toadstools and flowers equally attractive. The inscription "Jane" in pale violet was nicely balanced, but should have been more predominating.

V.H.C. (1701): M. Brown, Fordham, Cambridge—this cake was also in pink with an inscription "Bobby" on a rather plain top; the sides were very good and the cake had character. Good figure work and neat piping brought this cake to its position. *V.H.C.* (2375): Arthur Harris—usually one cake claims the majority of attention in this class and here, then, was such a cake. It was most striking and I am sure the choice of any girl under the age of 7. The original theme depicted a chocolate log laid out for a tea-party, including a table cloth and, perhaps, over-elaborated with every detail down to knives, forks and crackers. The chocolate of the log was good and a whole platoon of most fascinating ducks, in different poses, surrounded the base.

H.C. (1511):—Aberdare Co-operative Society, Ltd.—a small very trim cake in pale blue for "Pat." The design was light and gay, well piped and most pleasing—perhaps a little insignificant by being placed next to the "tea-party."

Commended (1471): Nicoll &

Smibert, Ltd., Dundee—a yellow cake for " Moira," with some nice piping. The base seemed weak and the cake rather large; painted panels were well carried out on this cake. *C.* (1271): Bilsland Bros., Ltd.—a yellow cake with a top theme of a lad playing cricket and the implication of a boundary, with the inscription " 6 to-day."

(1428)—This cake for " Paul " was too pink. A neat butterfly was the highlight, but the chocolate animals around the side were dull and lifeless. (1305)—a very good attempt spoilt by a heavy run-out of a bear in chocolate and a poor inscription: " Sweetheart *your* 6 to-day." (It is important that inscriptions should be spelt correctly). (1585)—this cake was rather large but it portrayed a good theme of two seals, each carrying two candles. Too much emphasis was on the bottom of the sides of the cake, with the scenes from nursery rhymes. (2063)—a very good theme carried out in fondant of the " two little piggies " rhyme. Too much blue colour spoilt the effect and a little more restraint in all colours would have given a more pleasing cake.

Class 9—Afternoon Tea Fancies (four varieties, one dozen total, one variety to be a japanese mixture)

This class was supported by 11 entries, most of which were good, but some were very small and over-ornate, which spoilt their commercial application.

1*st* (1589): H. J. Last & Sons, Colchester—this was a very good entry of four attractive coronet fancies, one set of oval dips, four pink frangipane and a most outstanding set of japs, that were well finished off with a neat sailing vessel. A most worthy winner.

2*nd* (2179): D. R. Adams—an exceptionally good second, which was marred by an inconsistency of size. The frangipane item was, perhaps, the most ideal afternoon tea fancy in the whole class. The cut genoese slice seemed large against the small but attractive japs.

3*rd* (1472): Nicoll & Smibert, Ltd. —this set was truly topical with a coronation theme neatly carried out. Four fancies carried the red lion of Scotland set off with some fine line work, four depicted the royal coach theme in gold, four had the crossed flags of state and four the thistle. This entry was guilty of over-use of gold, which is hardly an edible colour.

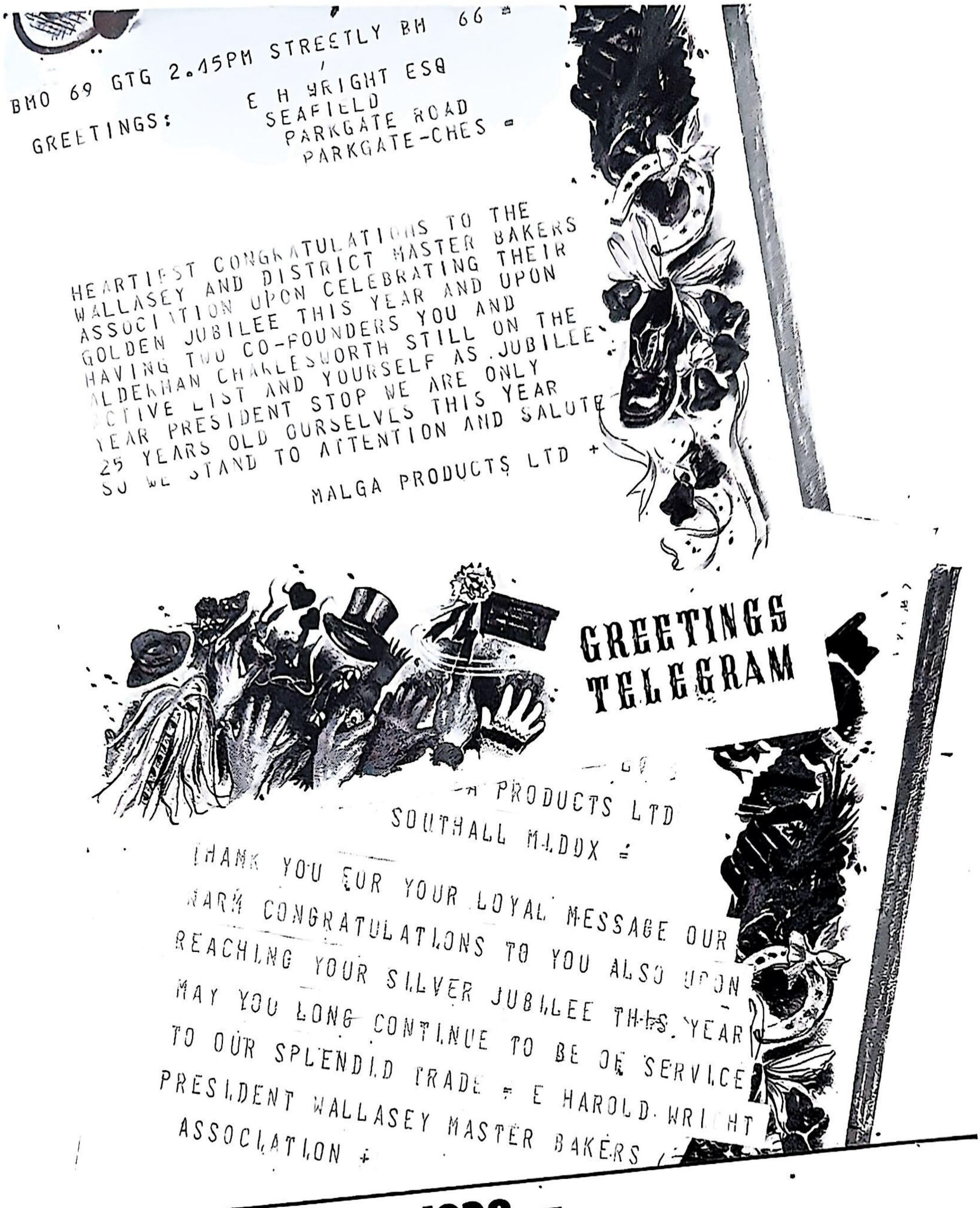
V.H.C. (2376): Arthur Harris—another good set, with the frangipane forming birds' nests by the use of chocolate. A nice idea of swans also singled out this entry.

(1306)—this set was rather large by comparison with the others in the class. (1610 and 1611)—a great deal of work had been put into both of these but they were over-decorated, too flamboyant and too many colours were used.

Class 10—Single-tier Exhibition Style Wedding Cake (not to exceed 12 in. in diameter or diagonal, exclusive of board)

The cakes in this class were staged in glass showcases and formed a nucleus around which all the artists and craftsmen of the trade congregated at some time during the day. There were only seven entries, four of which were exhibits by that master of royal icing—R. W. C. Rock of Tooting. Had Ronnie Rock not been competing, then the class would have been a complete failure. Where are the great exponents of sugar work? Are they disheartened, or is this particular class in a state of stagnation, awaiting the inspiration

(*Continued on page* 331)


BMO 69 GTG 2.15PM STREETLY BH 66
GREETINGS:
E H WRIGHT ESQ
SEAFIELD
PARKGATE ROAD
PARKGATE-CHES
HEARTIEST CONGRATULATIONS TO THE
WALLASEY AND DISTRICT MASTER BAKERS
ASSOCIATION UPON CELEBRATING THEIR
GOLDEN JUBILEE THIS YEAR AND UPON
HAVING TWO CO-FOUNDERS YOU AND
ALDERMAN CHARLESWORTH STILL ON THE
ACTIVE LIST AND YOURSELF AS JUBILEE
YEAR PRESIDENT STOP WE ARE ONLY
25 YEARS OLD OURSELVES THIS YEAR
SO WE STAND TO ATTENTION AND SALUTE
MALGA PRODUCTS LTD
GREETINGS
TELEGRAM
PRODUCTS LTD
SOUTHALL MIDDX
THANK YOU FOR YOUR LOYAL MESSAGE OUR
WARM CONGRATULATIONS TO YOU ALSO UPON
REACHING YOUR SILVER JUBILEE THIS YEAR
MAY YOU LONG CONTINUE TO BE OF SERVICE
TO OUR SPLENDID TRADE = E HAROLD WRIGHT
PRESIDENT WALLASEY MASTER BAKERS
ASSOCIATION

YOU REMEMBER 1928 — BUT DO YOU REMEMBER 1903?

50 years ago the Wallasey Master Bakers were pioneers in the local Trade Association Movement, now thriving and widespread. 25 years ago Malga were pioneers of what is still the first, foremost and finest synthetic cream in the kingdom.

MALGA PRODUCTS LIMITED · SOUTHALL · MIDDLESEX · SOUTHALL 1193

Scottish Distributors: Chas. Macphie & Co., 90 Mitchell Street, Glasgow, C.1.

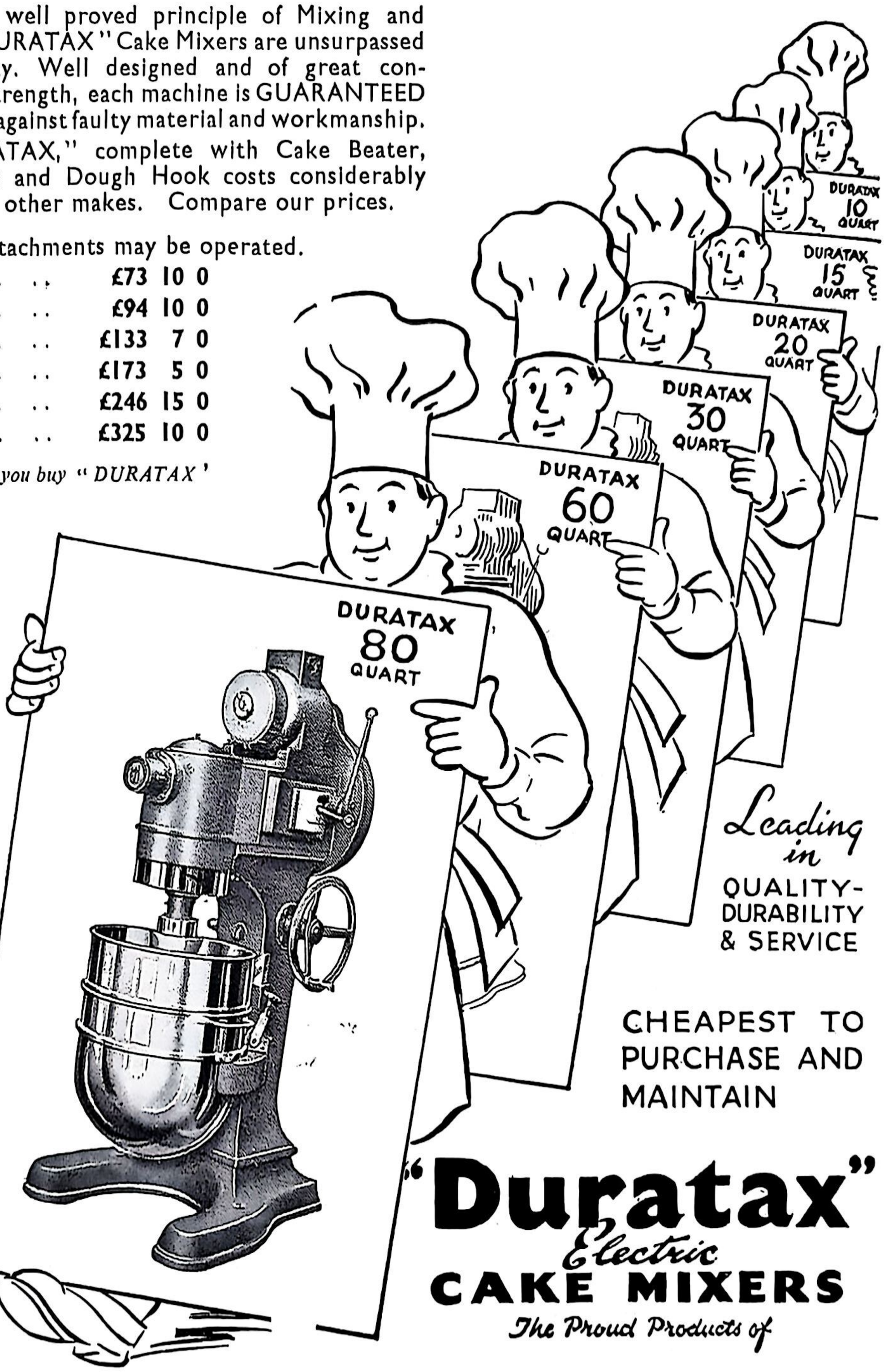
Each a Leader in its Class!

Following a well proved principle of Mixing and Beating, "DURATAX" Cake Mixers are unsurpassed for reliability. Well designed and of great constructional strength, each machine is GUARANTEED for 3 YEARS against faulty material and workmanship. The "DURATAX," complete with Cake Beater, Wire Whisk and Dough Hook costs considerably less than any other makes. Compare our prices.

Additional attachments may be operated.

10 Quart	.. ..	£73 10 0
15 Quart	.. ..	£94 10 0
20 Quart	.. ..	£133 7 0
30 Quart	.. ..	£173 5 0
60 Quart	.. ..	£246 15 0
80 Quart	.. ..	£325 10 0

You invest when you buy "DURATAX"



Leading in QUALITY-DURABILITY & SERVICE

CHEAPEST TO PURCHASE AND MAINTAIN

"Duratax" *Electric* CAKE MIXERS

The Proud Products of

★ *Send for Illustrated Leaflet*

Telephone : BOLTON 5831-2

Telegrams : HUNT, 5831-2 BOLTON

JOHN HUNT (Bolton) LTD.

ALMA WORKS, RASBOTTOM STREET, BOLTON

Cake Decoration for All

Easy-to-Follow Lessons

by

G. I. Marshall

LESSON 9

CHRISTMAS CAKES

WHEN in a few months time winter approaches once again, the confectioner's attention centres on the festival of Christmas. At no other period in the year is there offered to the craftsman such a variety of ideas and *motifs* which can be used by him to demonstrate his skill in the craft and trade he has chosen. Particularly is this so in the case of decorated Christmas cakes, where the scope is only limited by labour cost.

Basic Ideas

In this lesson I propose to deal with Christmas cakes in a general way, at the same time giving the student some details regarding the illustrations which accompany the lesson. In this way I hope to provide the student with a few basic ideas regarding the decoration of Christmas cakes, and so pave the way for the development of this type of cake decoration by students interested in the work.

The Christmas cake is a symbol of the spirit of Christmas and, as such, is usually the centre attraction on the table at tea-time on Christmas day. For this reason, the confectioner who values his reputation highly will wish to ensure that his customers are well satisfied with this item in the Christmas feast by selling cakes which possess good eating qualities and an attractive appearance. Regarding this latter quality, the advertising value of neatly decorated cakes in the form of a window attraction should not be forgotten.

"Cutting Your Coat . . ."

Even in normal times, when we were not governed by price restriction and rising costs the confectioner could not afford to carry out a lot of elaborate piping on Christmas cakes, primarily because of the following:

(*a*) Supply and demand. Large numbers of these have to be decorated in a short time.

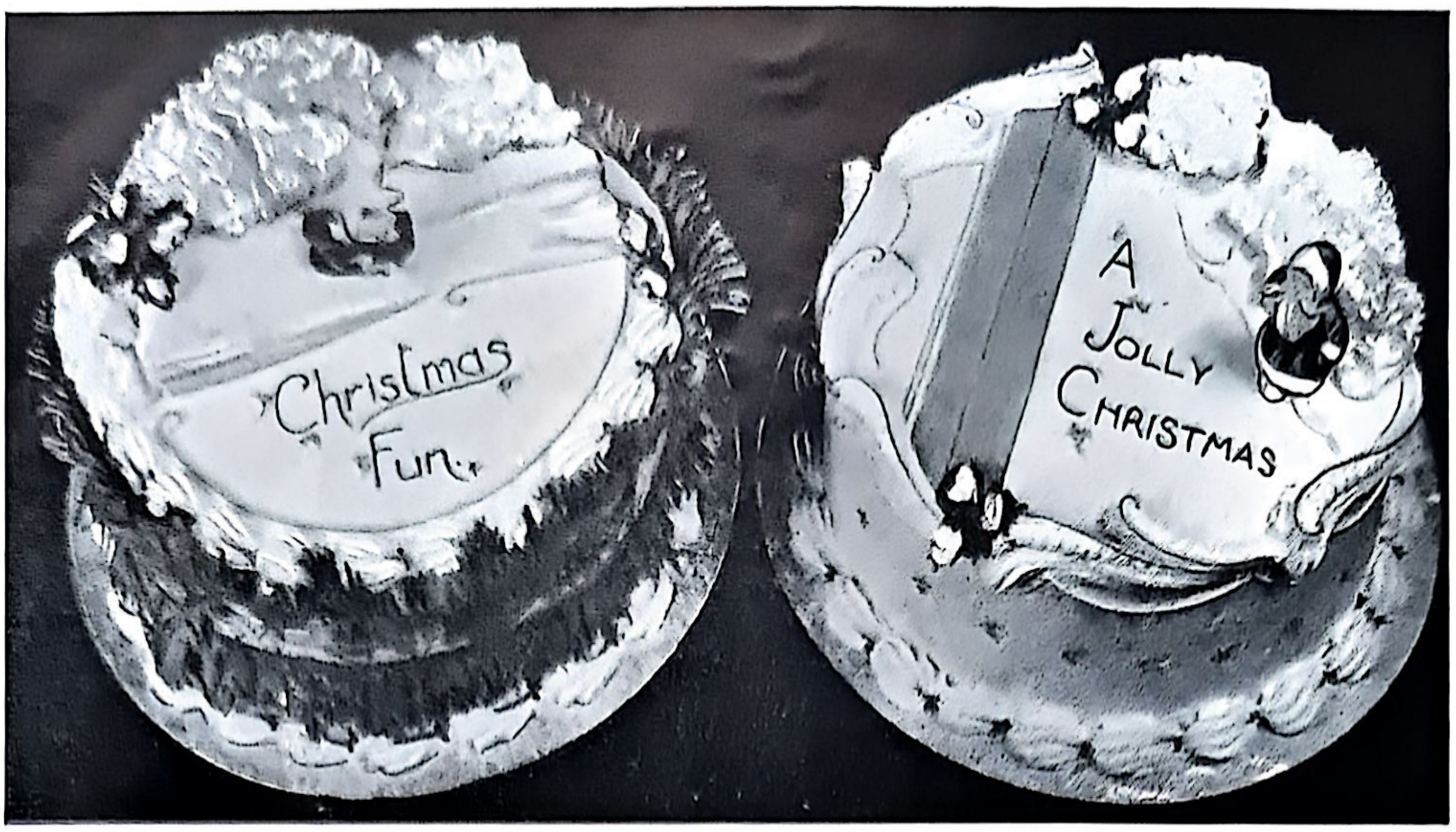


Fig. 62 (*a*) (*b*)

(*b*) The customer could not afford to pay the price of an elaborately decorated cake such as a birthday or wedding cake at this expensive season.

In these and similar circumstances, therefore, the confectioner must " cut his coat according to the cloth," as the saying goes, and adapt the production of this type of cake to suit conditions, at the same time endeavouring to maintain a reputation for a high standard of quality.

Coating Top Only

One of the first economies in the production of decorated Christmas cakes is in the coating. As frills or cake band is often used for adorning the side of the cheaper quality cakes, many confectioners do not coat the sides of these cakes with sugar. An example of this type of cake is to be seen in fig. 62a.

Two coats of royal icing were put on top in addition to the almond paste and, after the second coat had set, a wedge was carefully cut out of the top to produce the sloping slide in the illustration.

The Slide

This was cut as follows: Two parallel lines about $1\frac{1}{4}$ in. wide were first marked across the cake, by means of a pointed knife, from a position approximating to the centre. These were then joined in the centre by a third short line scribed in the same manner. All three lines were then continually scribed with the point of the knife until penetration of the sugar coating had been carefully completed. The wedge was then cut at the sides on the slant to a depth of about $\frac{1}{2}$ in. at the edge of the cake, tapering down to the mere thickness of the sugar in the centre. It was then removed by inserting a palette knife into the wedge to the full length of the cut piece and at the same angle as the two cuts. The piece was carefully lifted out after ensuring that it was free, turned over, and stuck to the cake with royal icing, opposite the place from whence

it was removed. The slide was then covered with royal icing to give a continuous sloping run, and, while still wet, the little boy on the sledge placed in position.

Rock Sugar

The back of the cake and slide were embellished with rock sugar, which was stuck in position with royal icing. Rock sugar is a quick and attractive way of embellishing portions of the top of Christmas cakes and gives a pleasing effect of mounds of snow. It is made as follows:

Sugar and water (lump sugar for preference) at the rate of 2 lb. of sugar to ½ pt. of water are boiled to 280 deg. F. without the addition of either acid or glucose. The usual sugar-boiling precautions must be adhered to in order to prevent graining taking place.

Whilst the sugar is being brought to the required degree, a small quantity of royal icing should be well aerated by beating and a little blue added if the rock sugar is intended to be white. If it is desired to colour the rock sugar, say, pink, then the colour must be added to the royal icing.

On reaching 280 deg. F. the boiled sugar is removed from the stove and the pan immediately immersed in a bowl of cold water for a few seconds in order to check any further increase in temperature, as from about 260 deg. F. the sugar rises rapidly in temperature and would continue to do so after removal from the stove unless checked in this manner.

About a tablespoonful of the well-beaten royal icing is now thoroughly stirred into the boiled sugar with a wooden spatula. At first the mass will tend to rise up in the pan, but will subside again with continued and rapid stirring. As soon as a smooth, well-blended mass is produced it is poured into a greased mixing bowl, where it will be seen to rise slowly. This will continue until maximum expansion is reached, when the mass will subside a little before setting. It then has the appearance of lava from a volcano and, when cold, can be turned out and broken into suitable pieces as required.

Fig. 63 (*a*) (*b*)

Coating the Top and Sides

In some cases it is desirable that the sides as well as the top of these cheaper-type Christmas cakes be coated with royal icing, particularly if the cakes are being decorated well in advance of Christmas, as such treatment will assist in keeping them moist for a longer period than would be the case if the sides were not covered with sugar.

Again, these cakes only have a layer of almond paste on top and, therefore, there is a tendency for crumbs to get into the royal icing when applying the first coat to the sides of the cake. For this reason, a separate bowl of sugar should be kept for first side coating only! Any crumbs showing on the surface of the sides after coating are held firm when the sugar sets, and easily covered when the second coat is applied. Examples of this type of cake can be seen in fig. 62b and fig. 63a and b.

Marzipan can be used in conjunction with royal icing in the decorating of Christmas cakes and fig. 62b and fig. 63b are but two of the many ways in which it can be employed for this purpose. In the first case it comprises a double ribbon of red and green marzipan dividing the cake into two portions. The second application constitutes an orange coloured marzipan rope to match the colour of the cake. This is pinched with marzipan nippers to form an attractive edging to the top of the cake. Soft sugar is then run on top of the cake to the marzipan rope in order to give a neat joining and allowed to set before the concentric circles are piped on.

White or Coloured

Though I personally prefer a white Christmas cake with the various details, such as lettering, emphasised in bright red and green, it is entirely a matter of taste, and a range of warm colours for the background of these cakes would undoubtedly present a colourful attraction in the window. The four cakes illustrated in fig. 62 and fig. 63 were carried out in the following colour scheme:

Fig. 62a—white
Fig. 62b—pink
Fig. 63a—yellow
Fig. 63b—orange

Fig. 64

Fig. 65

In each case the lettering and details to which emphasis has been given was carried out in bright red and green. To obtain the effect of snow on the holly pickets, the leaves of these were first smeared with white royal icing and then dipped into castor sugar.

Grained Sugar Pond

Christmas scenes depicted on the top of a large Christmas cake look very attractive and are quite popular. They are easy to produce, requiring only a little imagination and a collection of small *motifs* such as a small house, miniature cars, telegraph poles, boy on sleigh, trees, etc. The use of rock sugar also on this type of Christmas cake is most desirable. Another common feature on these cakes is the inclusion of a frozen pond in the scene. This is made from grained sugar and, when correctly done, looks most effective. The procedure is as follows:

The cakes to be treated should be placed in line on the bench, and the shape of the pond piped on the top of the cake in royal icing, using a bag without tube and with the end of the bag cut to about a $\frac{1}{4}$-in. diameter. This piped shape serves as the snow-covered bank at the edge of the pond when the work is complete.

Note: The shape can vary as required and looks more realistic if not perfectly symmetrical.

A quantity of lump sugar is now boiled with water at the rate of 2 lb. to ½ pt. water, taking care to ensure that all the sugar boiling precautions are adhered to in order to prevent premature graining. The boil is brought to 240 deg. F., and the pan then removed from the stove. At this stage a small piece of stock fondant is added and stirred into the sugar. As fondant is simply a mass of very fine sugar crystals this will cause the boiled sugar to grain and form crystals similar in size to those of the fondant. A fine-grained sugar results and this is poured into the prepared shapes (see fig. 64).

A Use for the Painted Plaque

On occasions it is desirable to produce a Christmas cake of better quality in the way of decoration than the ones dealt with so far. These may be for a friend or relative, or for some notable personage or function. Such cakes look smart and attractive when the top is embellished with a painted plaque instead of the usual small ornaments, and the plaques can be used in conjunction with soft sugar pieces if the cake be very special, or the cake decorated on more traditional lines, as are those shown in figs. 65, 66, and 67.

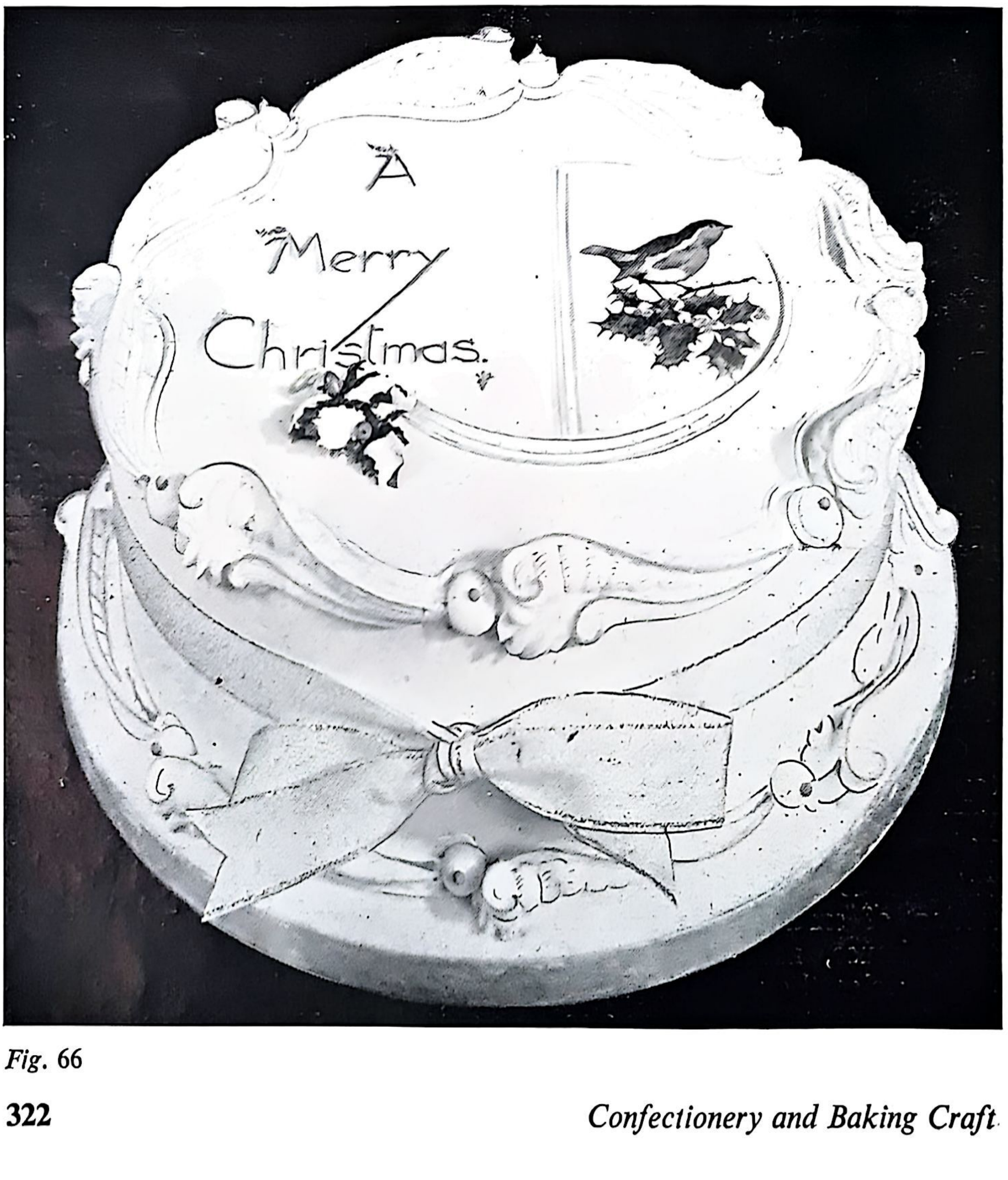


Fig. 66

Link with the Design (*Fig. 65*)

In this case the border design is one of bulbs overpiped in two positions at the top of the cake and decorated with a "C" scroll and dot at the base. The top border is divided in half by means of the perpendicular line formation described in Lesson 3. These lines continue on top of the cake to link up with the concentric circles surrounding the plaque. The inscription surrounding the plaque is illuminated with very small holly leaves and berries piped on the cake. The perpendicular lines are broken halfway down the sides of the cake in order to incorporate the ribbon.

Plaque to Balance Inscription (*Fig. 66*)

In this case the painted plaque forms an attractive feature on one side of the cake, and is balanced by the inscription and holly pickets on the other.

The top and bottom borders form a simple lesson in "S" scroll formation. The roped scroll on top of the base scroll is carried out with a rope tube. Again piped holly leaves and berries are used to illuminate the inscription in addition to overpiping the letters in bright green and the scrolls in red.

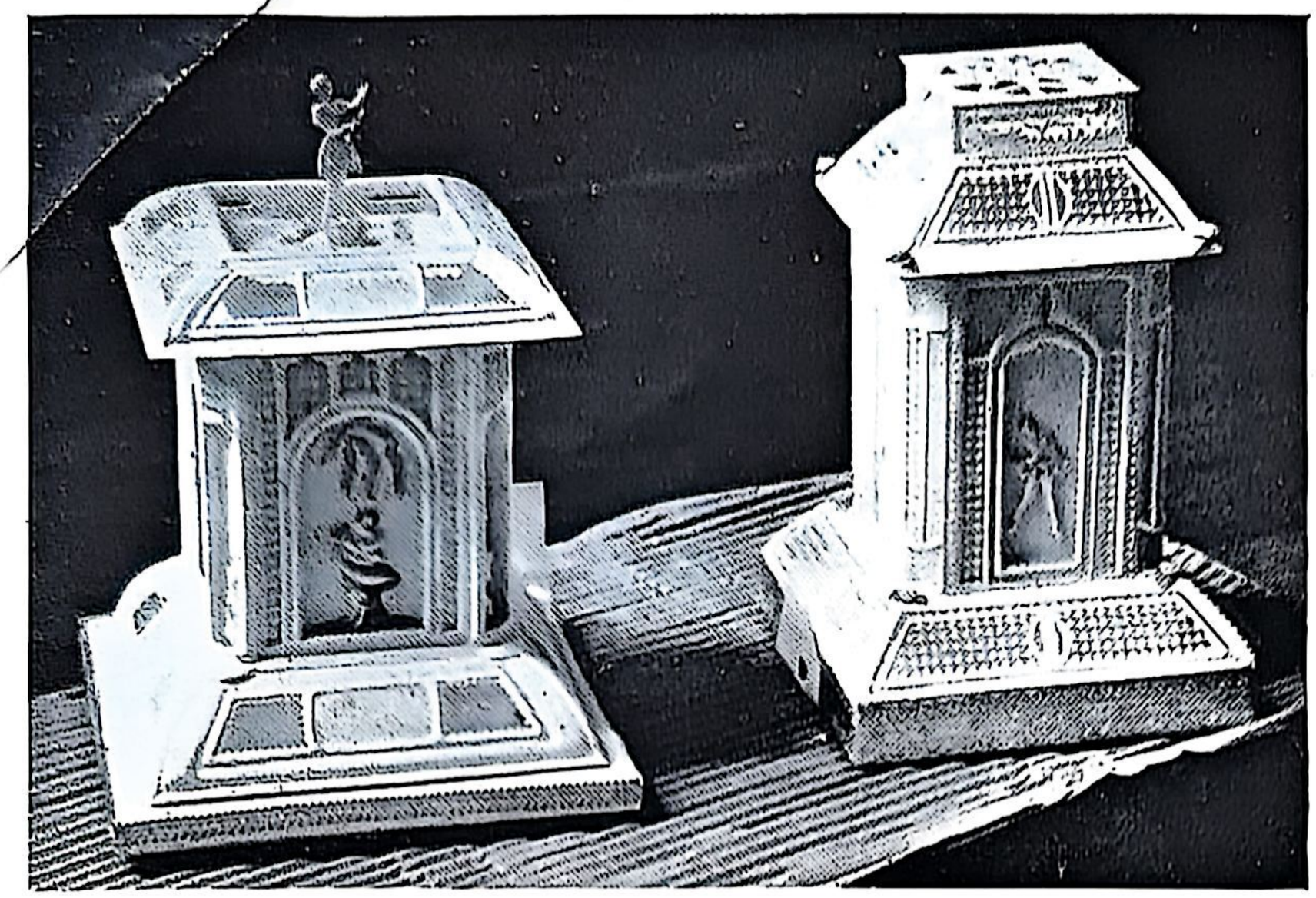
Cake for a Church Bazaar (*Fig. 67*)

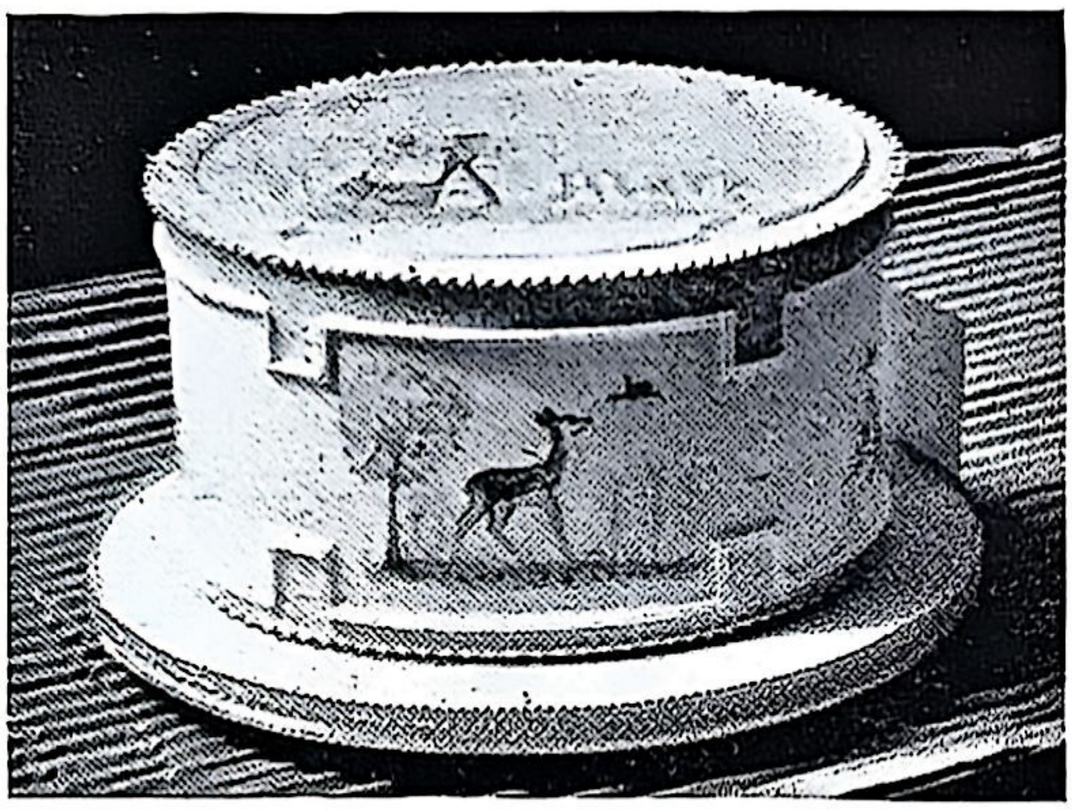
This cake was made at the request of the male members of a church for their annual bazaar, as the inscription indicates. Here the plaque is square in shape to match the cake and so conform with one of the basic principles in design—that the design should not betray the cake's shape.

The piping is simple but neat and attractive, and the holly pickets placed at each corner on the base board add weight to the bottom border, thus creating the right sense of proportion and balance.

Note the use of the bulb border on one side for the inscription.

Fig. 67





Scottish Students' Work

Top and centre: Decorated cakes at the recent East Fife Students' Exhibition

Bottom : Winning entry in the Law Trophy at the Aberdeen Technical College competitions

Sponge Goods

by **A. B. Barrows**

(Continued)

Marzipan Roll

PRODUCE a sheet of swiss roll as detailed above, and spread with 1lb. white, vanilla-flavoured buttercream. Roll out under the hands a piece of marzipan, nicely coloured pink, approximately ½ in. thick. Place this along the edge of the roll and commence rolling, afterwards rolling back in paper. After allowing it a reasonable time to set, remove the roll from the paper and brush over with melted baker's chocolate. When dry, cut into ½-in. slices for sale as individual fancies, as shown.

Dresden

This method of finish is one introduced by our continental friends and, in my experience, has certainly proved very popular over here.

Produce a sheet of plain roll and, after cooling, with a piece of wood of correct width, cut the sheet crosswise into 3-in. strips. Place one of these strips flat side down and, using a savoy bag fitted with a ¼-in. plain tube, pipe a line of white, vanilla-flavoured buttercream along either side and at the edge. Approximately 1 in. from either side, pipe two further lines, filling in the hollows formed with raspberry jam. Place on top a further strip of the sponge and repeat the process with the cream and jam. Place on another strip of sponge, flat side uppermost, and press down lightly.

To finish, brush over with baker's chocolate or couverture, melted to the correct temperature, and, while this is still wet, decorate the top with grated chocolate, as shown. Alternatively, after the first coat of chocolate has dried, brush on a further coat and finish by using a comb scraper, finally decorating with a pinch of green almond nibs. Using this latter method of finish, two coats of chocolate are necessary, otherwise the comb will show the sponge beneath.

Coconut Log

Sometimes, through bad spreading, overbaking or incorrect oven temperature, it is obvious that it will be impossible to finish off the roll in the normal manner. To save waste, the following will be found quite practical and will produce an exceedingly attractive and popular line.

When cool, spread the sponge with 1 lb. delicately flavoured lemon buttercream. Using a sharp knife, cut ½ in. from the long side of the sheet and turn in. Now cut along this edge, and turn the cut portion through 90 degrees, standing the cut sides at right angles to the sheet with the edge of the cut pieces run-

Marzipan Roll *C & B C Photos*

ning along the edge of the sponge sheet. Cut again and turn in, continuing this process until the sheet of sponge has been used, when the confectioner will be left with a swiss roll square in shape. Spread the outside thinly with the lemon-flavoured buttercream, roll in pale, roasted coconut, and cut into required lengths for sale, as shown on the last page of this article.

Further Varieties of Swiss Roll

The following recipes are all arranged for one sheet of roll, measuring 30 in. by 18 in. The fruits mentioned can be added to the flour, or dropped into the sponge after the colour and essence has been added, with the machine still running. I would recommend the latter method, for flour adhering to the fruit is apt to show in the finished article. In all cases, the baking temperature is 440 deg. F., and the baking time 7 min.

Raspberry Roll

Whisk to a full sponge:
1 lb. egg
10 oz. castor sugar
Sieve together:
9 oz. national flour
1 oz. cornflour
Add to the full sponge:
Raspberry flavour
Pink colour

Filling: 1 lb. vanilla or raspberry flavoured pink coloured buttercream.

Orange Fruit Roll

Whisk to a full sponge:
1 lb. egg
10 oz. castor sugar
Sieve together:
9 oz. national flour
1 oz. cornflour
Add to the full sponge:
2 oz. currants
Orange colour
Orange essence

Filling: 1 lb. orange coloured and flavoured buttercream.

Pineapple Roll

Whisk to a full sponge:
1 lb. egg
10 oz. castor sugar
Sieve together:
9 oz. national flour
1 oz. cornflour
Add to the full sponge:
2 oz. crushed, drained pineapple
Lemon-yellow colour

Filling: 14 oz. buttercream, coloured lemon-yellow, into which has been beaten 2 oz. crushed pineapple.

Cherry Almond Roll

Whisk to a full sponge:
1 lb. egg
10 oz. castor sugar
Sieve together:
9 oz. national flour
1 oz. cornflour
Add to the full sponge:
2 oz. chopped glace cherries
Almond essence
Pale green colour

Filling: 1 lb. white, almond flavoured buttercream.

A green-coloured swiss roll may, indeed, be controversial, but I feel that any confectioner who tries it will agree with me that it definitely has a place in a scheme for variety in swiss roll. Care must be taken in baking that too much top heat does not affect the colour of the sponge.

Ginger Roll

Whisk to a full sponge:
1 lb. egg
10 oz. castor sugar
Sieve together:
9 oz. national flour
1 oz. cornflour
Add to a full sponge:
2 oz. crushed ginger
Pale caramel colour

Filling: 15 oz. white buttercream into which has been beaten 1 oz. ginger syrup.

Hazelnut Roll

Whisk to full sponge:
1 lb. egg
10 oz. castor sugar

Dresden decorated with grated chocolate

Coconut Log

Sieve together:
8 oz. national flour
1 oz. cornflour
2 oz. ground hazelnuts
Add to the full sponge:
Coffee essence
Filling: 1 lb. coffee coloured and flavoured buttercream.

Coffee Roll

Whisk to a full sponge:
1 lb. egg
10 oz. castor sugar
Sieve together:
9 oz. national flour
1 oz. cornflour
Add to the full sponge:
Coffee colour and essence
Filling: 1 lb. coffee or vanilla flavoured buttercream.

Coffee Essences

A word may be said here about coffee essence. This, to me, has appeared to be the most difficult essence of all to obtain from the quality point of view and, in many instances a large amount has had to be used to obtain a true colour and flavour—so much so that it has had a detrimental effect on the sponge. I have overcome this problem by using one or other of the proprietary coffee-with-chicory beverages, and can confidently recommend their use.

Chocolate Roll

Whisk to a full sponge:
1 lb. egg
10 oz. castor sugar
Sieve together :
7 oz. national flour
1 oz. cornflour
2 oz. cocoa powder
Add to the full sponge:
Vanilla essence
Pink colour
Chocolate colour
Filling: 1 lb. vanilla flavoured buttercream.

(*To be continued*)

For speed, efficiency and reliability

"Walden" High-Speed Fully Automatic Chocolate Coating Machines

are guaranteed to be easily the World's best

7 "WALDEN" Enrobers to choose from with 5", 10", 12", 16", 24", 32", 42" wide Conveyor Bands, or any size Enrober can be supplied to meet your special- requirements.

MANUFACTURED BY THE LARGEST FIRM IN THE WORLD SPECIALISING SOLELY IN THE MANUFACTURE OF CHOCOLATE COATING MACHINES

Acknowledged by leading manufacturers throughout the world as the greatest advance in Chocolate Enrobing in the last thirty years. "WALDEN" High-Speed Enrobers are a necessity for High-class Coating of all types of confectionery and trouble-free production.

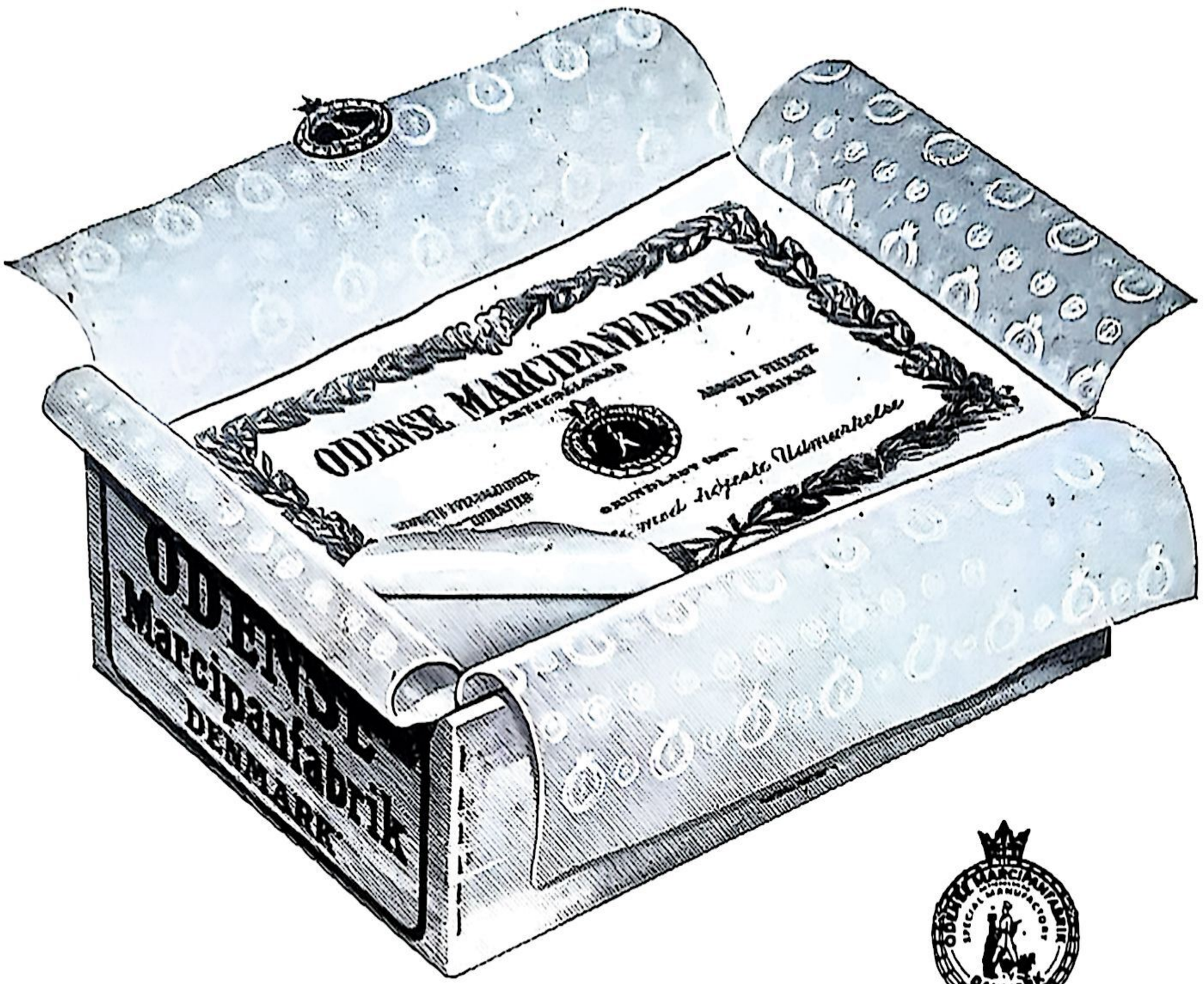
- "WALDEN" REFRIGERATED BLAST AIR COOLING TUNNELS. Complete with Automatic Temperature Control and Recirculating Air Systems; the last word in Confectionery Tunnels.
- "WALDEN" CHOCOLATE MELTING AND TEMPERING KETTLES. 70 lb. to 1,000 lb. capacity, suitable for Gas, Electricity or Steam Heating.
- "WALDEN" CONVEYOR PACKING TABLES to any size or design and, if required, Biscuit Penny Stacking Units.
- "WALDEN" CHOCOLATE PUMPS for efficiency. Water or Electrically Heated.
- "WALDEN" PRE-BOTTOMERS AND COOLING CONVEYORS to any size or design to meet your requirements.

Test a "WALDEN" in your own Factory without obligation. And prove its performance against your present Enrober or any other model. Write for full particulars of this latest "WALDEN" offer.

WALTER DENIS CONTACTS CO. LTD.

WALDEN Equipment EST. 1903

[ST. THOMAS ROAD, ST. ANNES-ON-SEA, LANCS. Tel.: St. Annes-on-Sea, 1353.



ODENSE MARZIPAN

— one of the World's BEST!

YOUR SUNDRIESMAN WILL SEE THAT YOU GET A FAIR SHARE

Sole Concessionaires for the U.K.:

THE EUROPEAN EXPORT COMPANY LTD · FINSBURY COURT · FINSBURY PAVEMENT · LONDON, E.C.2

"Craft" Show

(*Continued from page* 314)

of a new fashion? If the latter be the case then every fashion needs a creator and any new idea may pave the way to a new approach. When next a similar class to this appears, may it be better supported by all the potential creators of the next vogue.

Poetry in Sugar

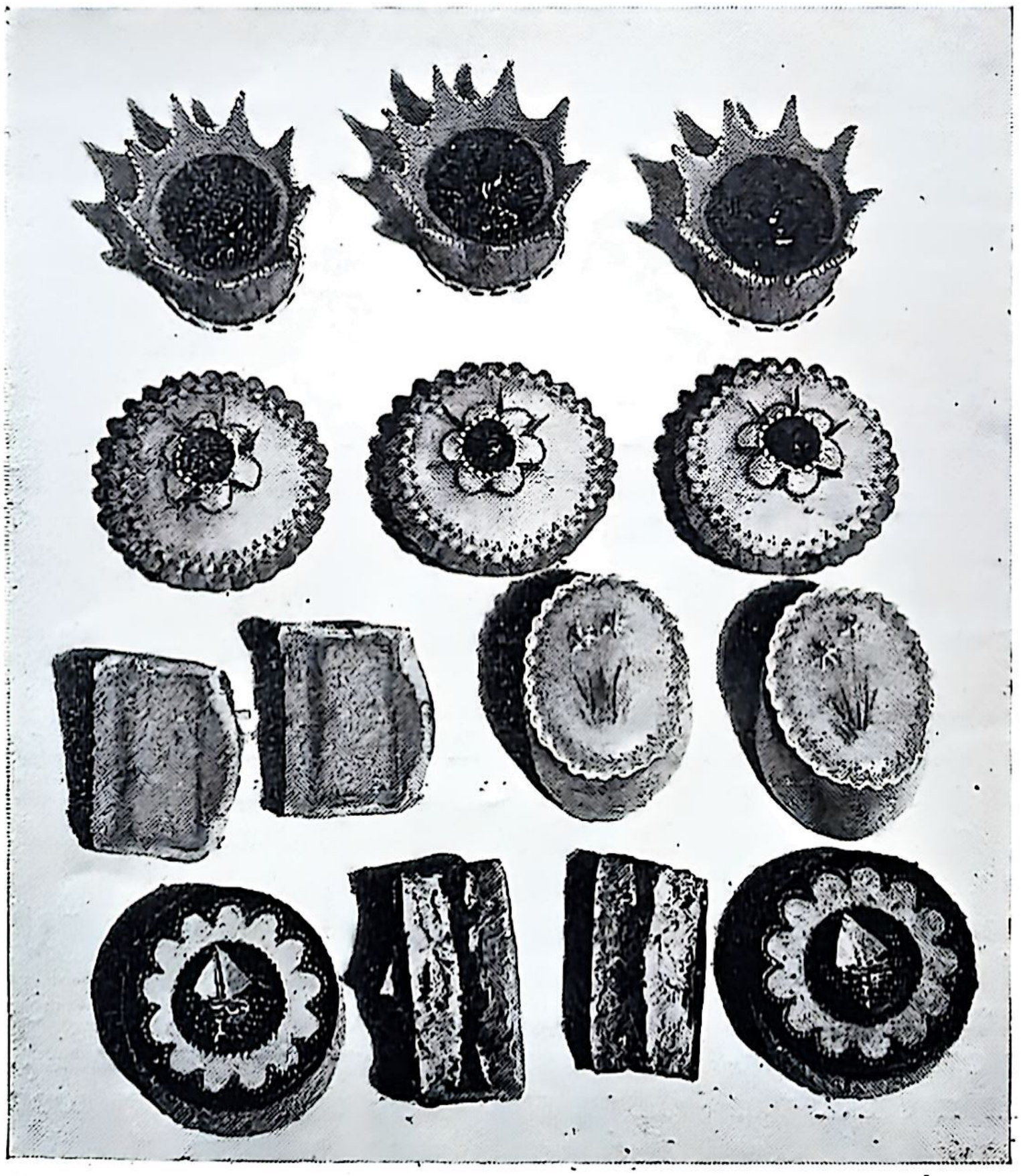
1*st* (1699): R. W. C. Rock, Tooting—there is poetry in sugar and Mr. R. W. C. Rock is a master poet. The winning cakes and the three duplicates were breath-taking classics, which defy description. Here, then, was a display from the finest exponent of royal icing in the world. Purity of colour, perfection of design and sheer brilliance of piping were all apparent in each of the four cakes. There was so much to see in these exquisite creations that one could hardly be satisfied in the short time for viewing.

2*nd* (1642): Edinburgh & Dumfries-shire Dairy Co.—a worthy second. In a separate showcase, away from the winning cakes, this would have been a very different entry. It was beautifully piped and had a delicacy of design and neatness which compelled admiration. The colour lacked the sparkle of the winning display.

No third prize or V.H.C.s were awarded.

A Good Attempt

H.C. (2294): Ronald Purnell, Willesden Green—this cake looked



Winning set of Tea Fancies by H. J. Last & Sons of Colchester.

big and heavy placed beside Mr. Rock's filigreed masterpieces, but although the cake was too large and the design of the ornate style reminiscent of several years ago, the judges realised that here was a good attempt and that the person responsible was able to make good use of sugar. This competitor should use a smaller dummy and concentrate on commercial classes after studying the judges' demands in the winning entries.

There was one other entry.

Class 11—21st Birthday Cake (open to those who have never won a 1st prize in our own decorated cake competitions, entry not to exceed 12 in. in diameter or diagonal, exclusive of board. All decorations to be edible. Dummies may be used.)

This was a good class, with eight entries.

1*st* (1642): Edinburgh & Dumfries-shire Dairy Co.—a fine example of workmanship and a worthy winner. This round cake was carried out in a delicate peach shade and it looked good from any angle. The inscription was to "Anne," and one could only hope that Anne was as dainty as her cake for here was some excellent fine work in a similar style to the same competitor's cake which gained the second award in the wedding cake class.

Three-dimensional Effect

2*nd* (1512): Leslie James (Bristol Bakery), Clifton—a square cake for "Elizabeth," containing some very striking panel work on the side, which, by good design, gave a 3-dimensional effect to a fairyland theme. The figures 21 and keys were in gold. The weakness lay in the inscription and a colour combination of violet and lemon which was not in harmony.

3*rd* (1552): Stanley Coupe, Chorley Wood—a very nicely piped cake on a hexagon dummy, which revealed good panel work. The colour was unusual, being ivory and blue. The four swans on the top were well carried out and the gold key, with the figures 21 forming the major part, was bold and striking.

V.H.C. (2316): B. Simonds, Cambridge—This pink square cake contained some clever work, especially in the centre. The name Anne was placed on the bottom border and the side panels held figures draped with blue which was too heavy in contrast. *V.H.C.* (1326): Fance & Sons, Ltd.—a most delightfully coloured cake which held all the gaiety of the occasion. The horseshoe and 21 were well carried out in the top design, but the cake was much too small for this class. *V.H.C.* (1415): John Bennett, Thames Ditton—just as the last-mentioned cake was too small, then this cake was too large and cumbersome. The judges agreed on the design being original and most suitable, but the tape measure had to be used to convince them that it was only 12 in. diagonal as it appeared over the required size. The heart-shaped panels containing roses were a good idea, well carried out. The fascinating name of "Anita" was an integral part of the key in the centre.

Wrong Colours

Commended (1429): Kerrs (Tooting), Ltd.—this square was spoilt by being much too pink. The name "Marie," in gold, was not too helpful to this colour and the result was not pleasing.

(2295)—This cake for "Valerie" was much too large to be acceptable for this type of competition, nor was the green colour a very good choice. There was, however, some very good piping in the ornate design.

CO-OPERATIVE SKILL ON SHOW

Decorated Classes at C.W.S. Exhibition

Reviewed by **F. Day**

(Continued)

Birthday Cakes

THE conditions for the birthday cakes, Class 3, were as for Classes 1 and 2. The first prize was awarded to a cake in pale apricot, which was by the winner in Class 2. It was piped on similar lines with a simple circular top collar, but beautifully executed. This competitor again relied on the minimum amount of work but, believe me, such work was first-class.

Second prize was of the more conventional type with a fluted, pierced top border, but which contained just too many variations of colour. Workmanship, of course, was not to be faulted.

Child's Birthday Cake for Seven-year Old

Butter sponge, fondant iced, decoration optional, seven candles, were the conditions in Class 4. Because this class does offer scope for imagination as to what a seven-year-old would like, there is sometimes a tendency to overdo the imagination at the expense of piping and colour.

Although the colours we use are guaranteed edible, green is a suspect colour from the public point of view, and it is difficult to get a fondant to the correct shade that will not offend the customer.

This is a point the judges have to take into consideration, and two competitors lost points through using green as a base colour, in their efforts to make the decoration more attractive.

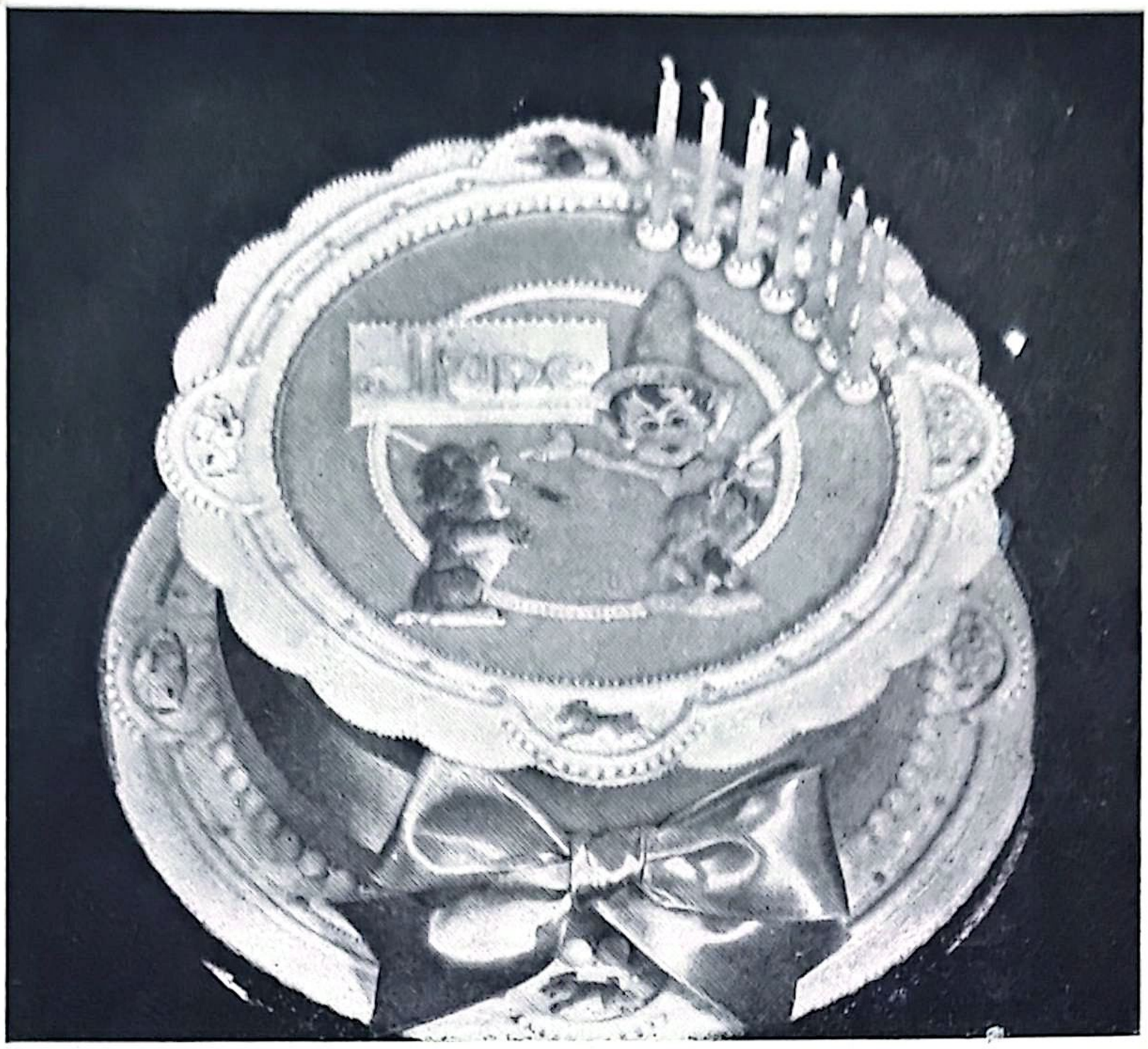
To my mind the true test of design for this class is to remove, or add, two candles, and see if the result would still be pleasing to a seven-year-old.

To enlarge on this point, I will deal with the second-prize winner first. This cake was very novel. A well-piped train was steaming out of the top and the smoke was made to form the word "David." The top collar was a simple circular one and a railway track, complete with sleepers, ran around it. The idea was also carried out on the bottom. The seven candles each had a piece of marzipan affixed to the top to represent a railway signal set at "all clear." Its weakness lay in some rather crude line piping, which had to be taken into account for exhibition purposes, and does back up my earlier remarks on attention to detail.

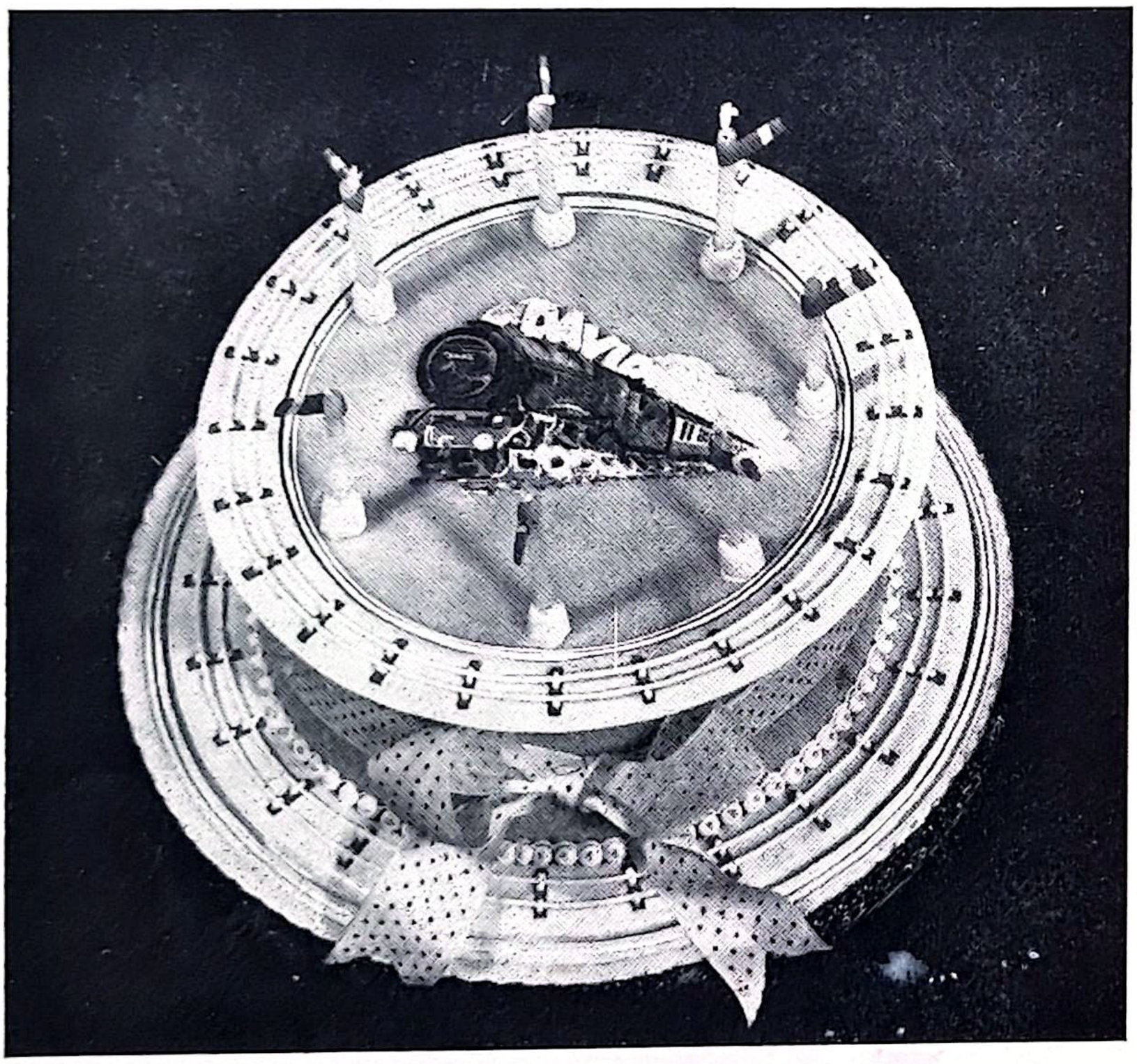
Now, had two candles been removed, leaving five, this cake would have been a bit above the head of a five-year-old, whilst if two had been added, making nine, the modern lad would probably have been far more interested if space ships or jet planes had formed the *motif*. Therefore, the railway idea was well conceived.

Class 3—
1st Cambridge

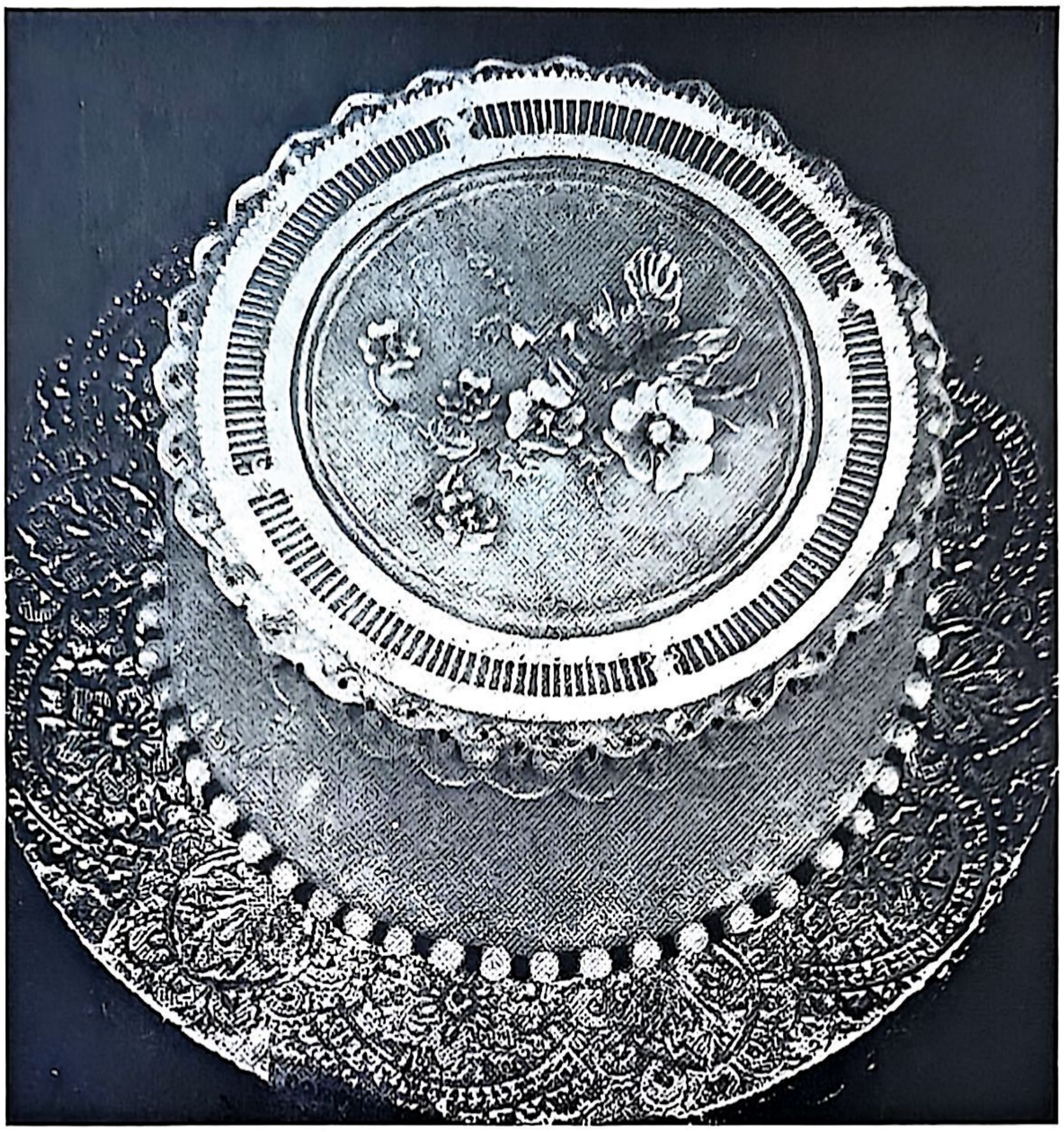
Class 3—
2nd Birmingham



Class 4—
1*st Birmingham*



Class 4—
2*nd Worcester*



Class 7—
Decorated Gateau :
1st
Birmingham

This is a point for intending competitors to ponder over.

The first-prize cake, covered in a peach coloured fondant, with a run-out collar on the top was also carried out in the true " seven " manner. The top collar bore small figures of dolls and clowns, as did the bottom, with a centre-piece of a dog holding up a paint brush for his young master to use.

This again could have stood the " two candles on or off " effect very well, and I think that, all things considered, this was the best cake in the whole exhibition in its conception and general finish.

Several other cakes carrying awards were also decorated in a style suitable for a youngster, but they lacked the imagination which had been put into the first two. One cake spoilt its chances by having a rather heavy double run-out collar on the top. Knowing how children like to cut their own birthday cakes, I am afraid much help from mother would have been necessary before this one was finally cut into edible slices.

Newcomers' Classes

There were also two classes for competitors who had not won first prizes in any of these competitions, and whilst it is fairly easy to check the eligibility at these particular exhibitions as against those which are open to all-comers, I do not think that any self-respecting craftsman would like to take advantage of this class if he were already the equivalent of a gold medallist.

I do feel that these classes would be worth trying in the average exhibition, if only to give the newcomers

Make your

Coronation Year a

SUCCESS

by using the

FINEST FATS in the TRADE

★

PROVISIONAL CRIMONY MIXTURE

★

JANEX

PUFF PASTRY EMULSION

★

CRIMONY EMULSION

★

NU-XM

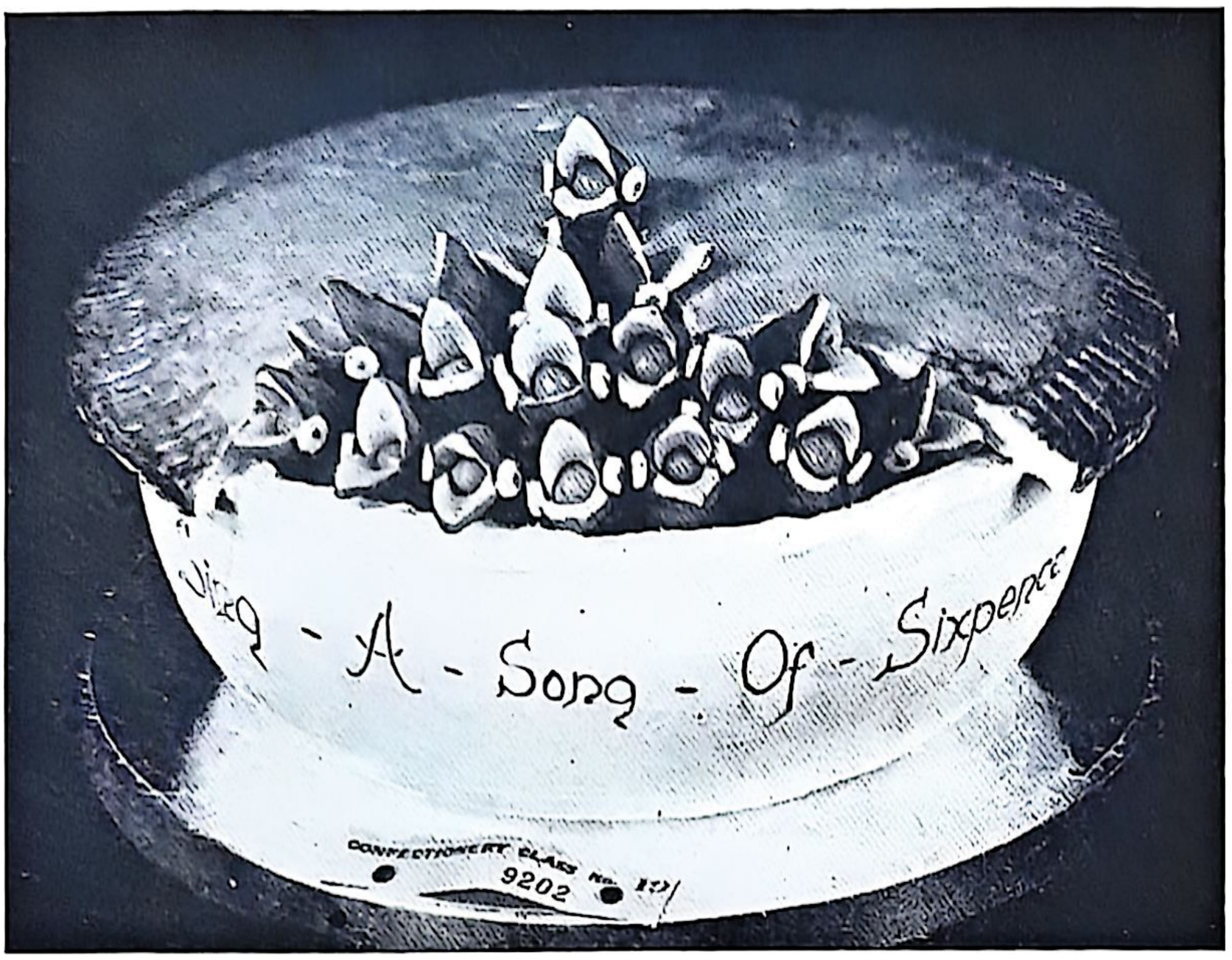
THE CRIMONY COMPANY LIMITED

HEATH ROAD, TWICKENHAM, MIDDLESEX Tel. Popesgrove 1261-2555

Scottish Agent: JAMES F. DUNLOP, & CO., 14 WEST PRINCES STREET, GLASGOW, C.4

New Birmingham Office and Depot : 109 Hamstead Road, Handsworth, Birmingham

ALL PRODUCTS MADE IN OUR OWN FACTORY



Class 19— *Novelty Cake:* 1*st Egremont*

a chance, provided that the word "novices" was deleted, for it is surely a misnomer to call a man a novice if he has been doing decorative work for years.

The prize-winning cakes in these classes were well worthy of the award, but close scrutiny did show the necessity for more practice in accurate line work, and I feel sure that these competitors stand an excellent chance of figuring high up in the award list in the open classes when the necessary attention to detail has been given.

Novelty Cake

The first-prize novelty cake depicted the old nursery saying "four-and-twenty blackbirds baked in a pie." To my mind this was a novel breakaway, and the entry would have proved an attractive centre-piece for a window displaying a variety of well-finished pies.

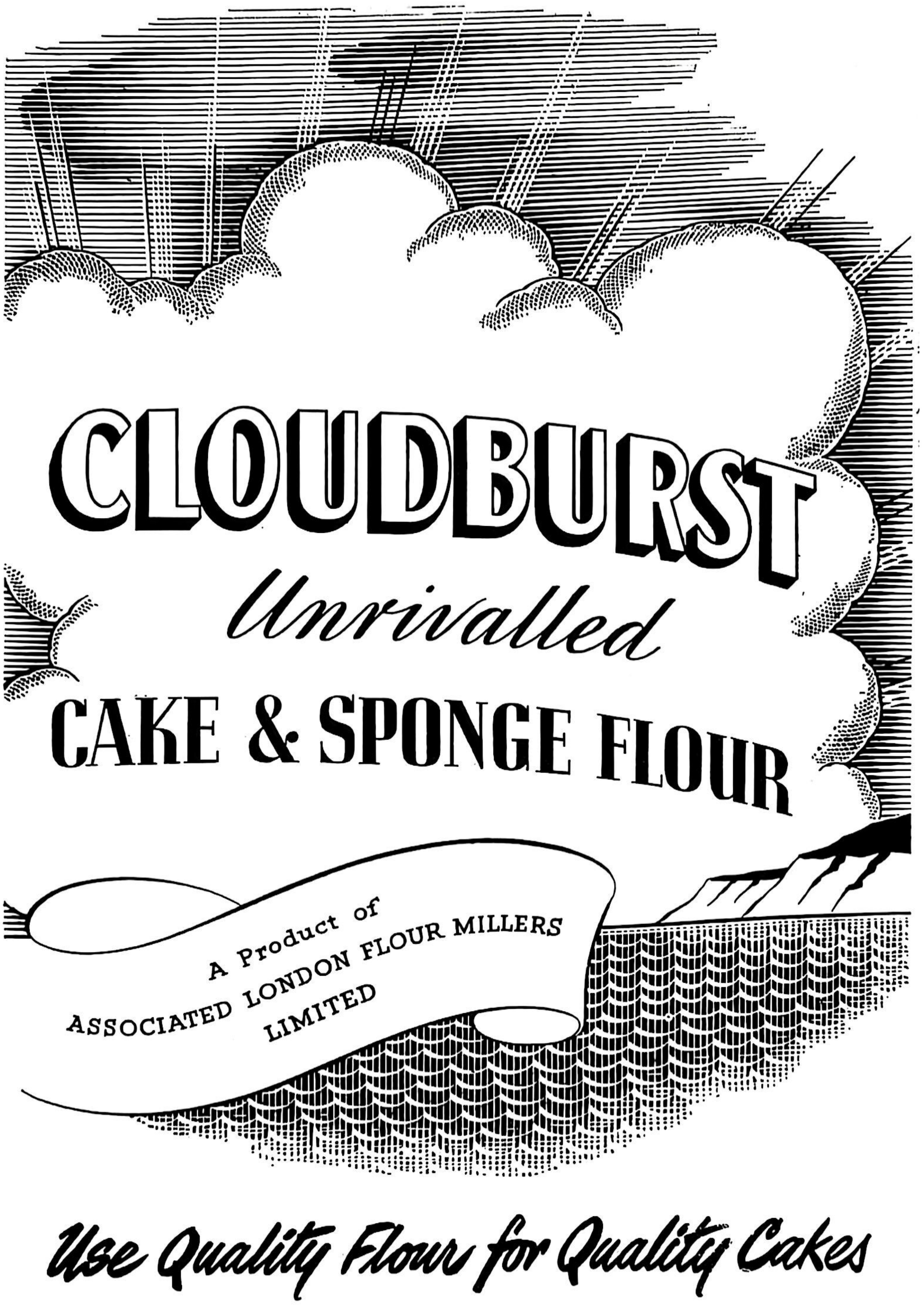
We are rather inclined to consider window centre-pieces only as a means of attracting attention to a display of decorated cakes and gateaux.

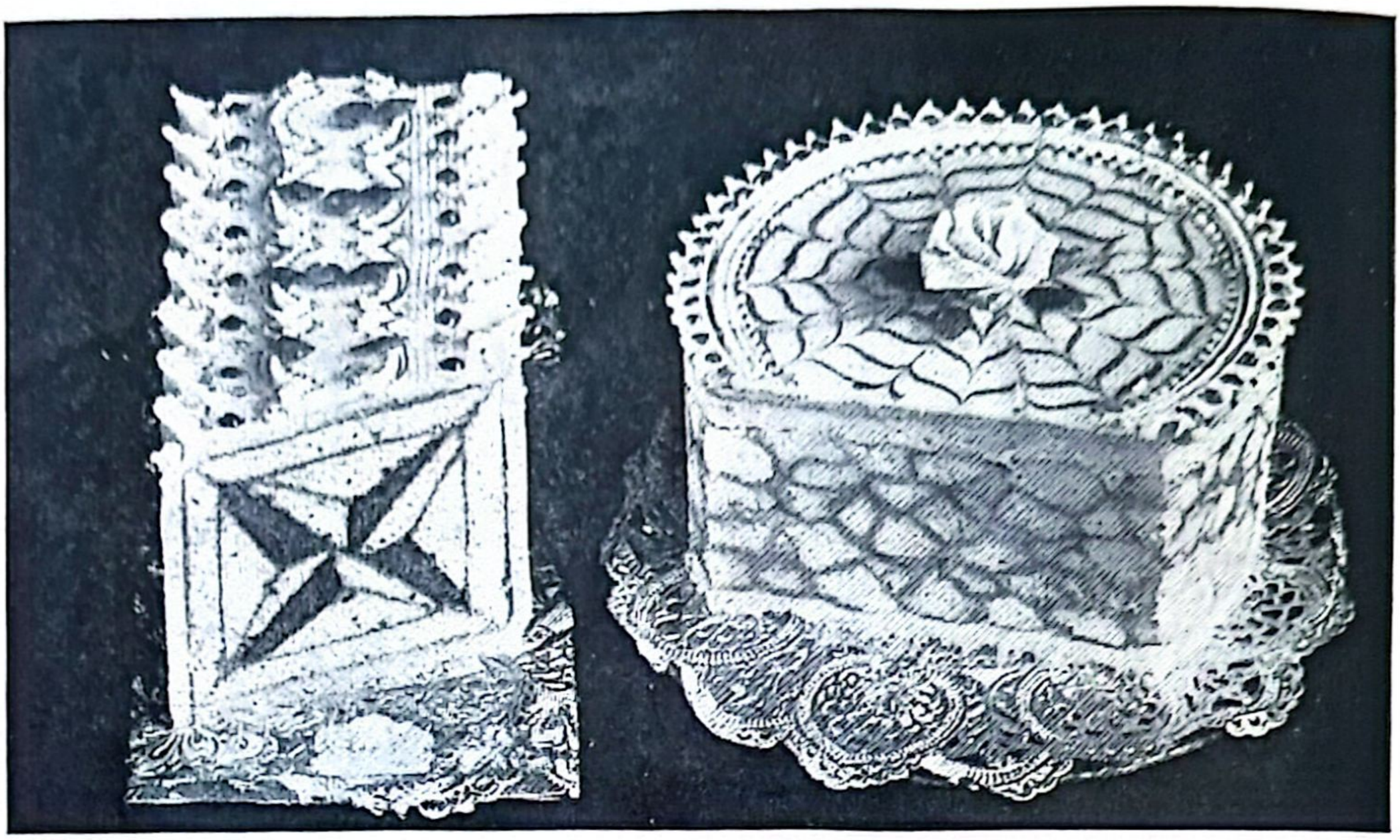
Well, we do produce pies, and cash taken for them has the same value as that taken for decorated goods, and, although possibly pies do not come under the strict category of cakes, they are usually part of the confectioner's daily routine.

Anyway, I did welcome the breakaway from the accepted models of toby jugs, television sets, eccentric figures and the like, which, however excellently executed, do not as a rule become an attractive advertising unit for the sale of everyday goods.

Battenburg and Russian Cake

Finally, I cannot close without reference to the first-prize battenburg. Clever cutting of first-class genoese made this set one of the most attractive that I have ever seen. The illustration shows clearly the design, which was carried out in white and chocolate genoese.


CLOUDBURST
Unrivalled
CAKE & SPONGE FLOUR
A Product of
ASSOCIATED LONDON FLOUR MILLERS
LIMITED
Use Quality Flour for Quality Cakes



Class 14—A Battenburg and Russian Cake: 1st Oxford

Although it may be derogatory to the competitor who can do such faultless work as this, I do feel that such a clever craftsman with a knife could have brought his exhibit right into the limelight of topicality by having the Royal initial running through the centre. However, this is just a thought and, possibly, more than one competitor has this in mind for forthcoming exhibitions this year.

Keep on Trying

Altogether, I found it a wonderfully interesting show, and my thanks are due to the authorities for permitting me to act as a judge, and thus giving me the opportunity of examining such craftsmanship at very close range.

In conclusion, I offer my congratulations to all the winners, and my sympathy to those who did not quite make the grade, and add that perseverance will bring them due reward.

BOUQUET FOR "ROUNDABOUT"

Our contributor, Mr. Paul Gough, sends us the following letter which he has received from an enthusiastic reader in Cape Town, South Africa.

"Dear Mr. Gough,

No doubt you will be very much surprised to get a letter from South Africa, but for the last few years I have been looking forward to your articles in the *Confectionery & Baking Craft*.

I think they are all just too wonderful, and so easy to make according to your instructions."

Chellies, prices reduced but Quality improved!

Increasing sales, firmer basic prices and constant experiment enable us to cut the price of Chellies and to *improve their quality*. Now you get *better* for *less!*

Chellies—**internationally famous**—come, ready to use, in four colours (cherry, green, lemon, orange) and assorted. They are consistent in size (160 to the lb) and stand up to any baking temperature.

Alpine Chellies — junior Chellie — (1200 to the lb) give you just the touch of colour you want for top decoration and will replace dried fruit inside cakes.

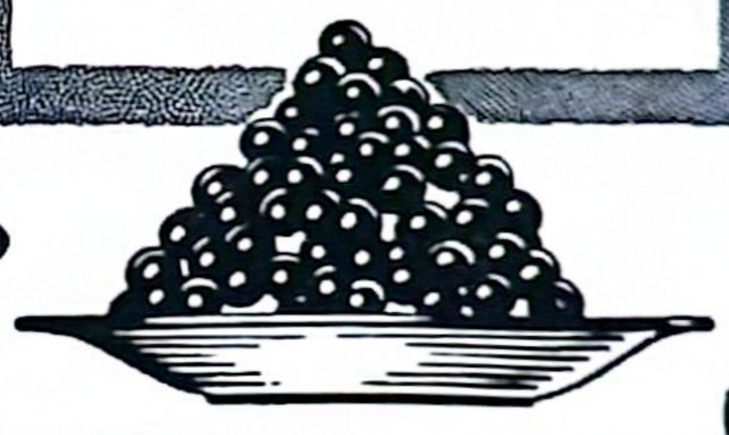
NEW PRICES
FOR CHELLIES
and
ALPINE CHELLIES

14 lb tins: 1/9½ lb

7 lb tins: 1/10½ lb

with effect from
JUNE 1st, 1953

use *Chellies*



for choice - not just because they're cheaper!

ASK YOUR WHOLESALER OR SUNDRIESMAN

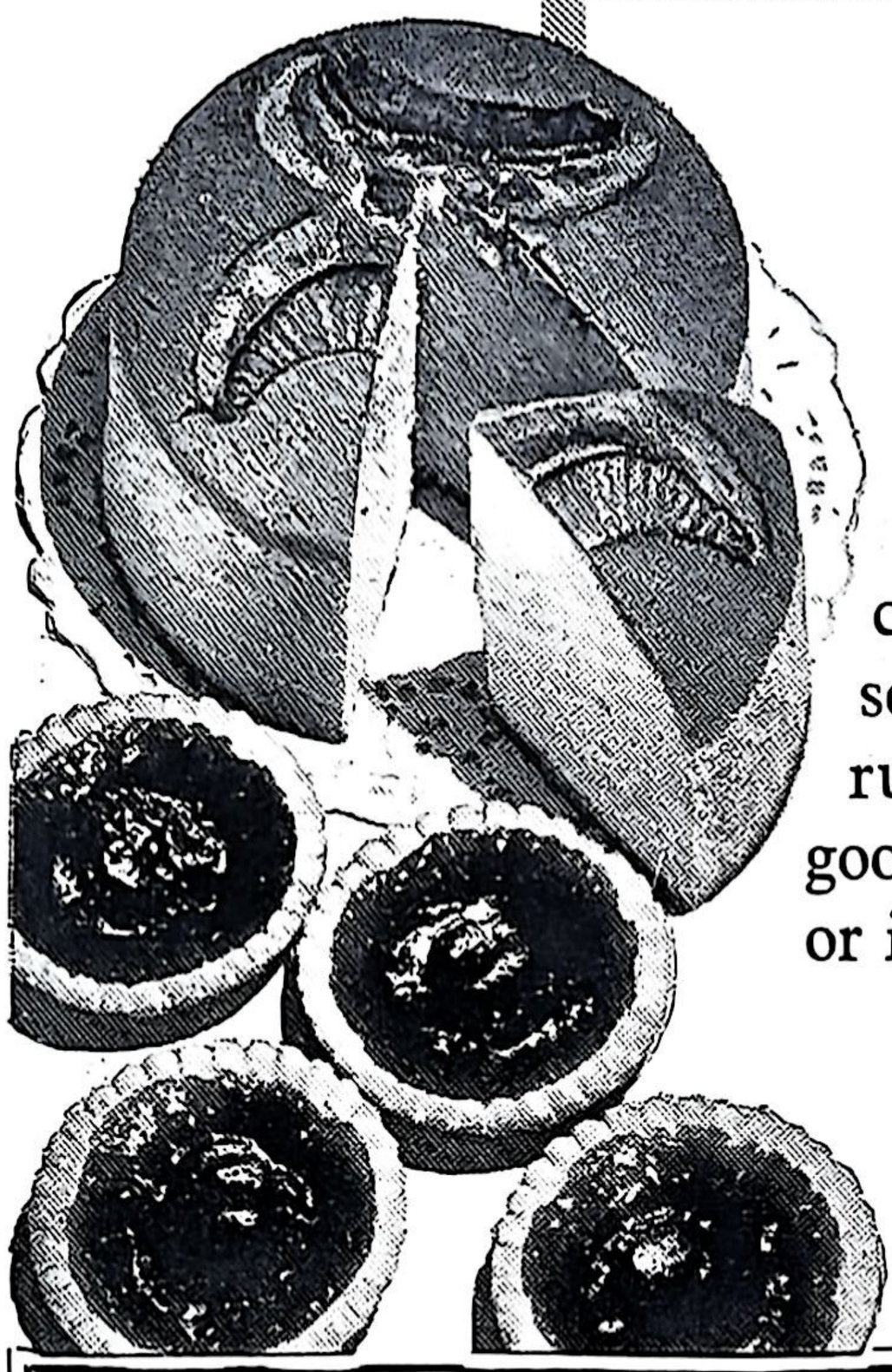
Manufactured solely by **WM. STEWART & ARNOLD LTD.**

Empire Works, Desborough Road, High Wycombe, Bucks.

The best all-round

SILKIT

WHITE SHORTENING



Use Silkit for all cake production and for frying. Silkit creams readily, gives a light smooth batter, makes cakes of excellent volume and clean, soft crumb. It is well suited to the rubbing-in process for morning goods. For frying there is no splutter or interference with flavour.

Get to know

ALSO — back with them to make up the full range....

MARGARINES

MARVELLO cake MARGARINE

A quality margarine, specially for madeira and fruit cake, genoese, etc., giving a firm moist crumb and a fine rich satisfying flavour.

DOLPHIN pastry MARGARINE

For safe sure production of puff pastry, from Banburys to vol-au-vent. Firm yet very plastic and extremely tolerant.

SPECIALITY SHORTENINGS

HYVO

high-absorption shortening

Specially designed for high sugar, high liquid cakes. Gives a beautifully smooth batter—sweet cakes of wonderful tenderness and fine even crumb. Ideal for icings.

COVO

all-purpose shortening

All-hydrogenated, from the Cream Of Vegetable Oils, for long keeping. For biscuits, cakes, short and savoury pastry, fumeless frying—*all* purposes.

FLEX

—for puff pastry

The craftsman's choice—highly plastic and tenacious. For the flakiest, most delicious 'melt in the mouth' puff pastry that the specialist can produce.

CCT 4-397-85

shortenings to come

BAKIT

GOLDEN SHORTENING

Bakit is a reliable, all-round shortening for general production, especially where conditions make ease of working desirable. Bakit is tolerant, creams quickly, takes egg easily and doesn't curdle. Use Bakit for bread and fermented goods, short pastry and cakes.

them now!

Any fat you could want . . .

any help you could want . . .

you'll get from CBC

CBC

As for problems . . .

Any time you have a problem . . . a query . . . or just something that went a bit wrong, don't hesitate to write to Sussex House. Let the CBC staff of practical bakers worry about it instead! Recipes, too—if not already covered by our regular *Bakery Service* —will be sent personally. You've only to write!

. . . Leave them to the

CBC SERVICE BAKERY

CRAIGMILLAR & BRITISH CREAMERIES LTD.

SUSSEX HOUSE, QUEEN STREET, LONDON, E.C.4 Telephone: CITy 6783

CCT 4A-397-B5

A Lisbon Confectioner's Shop

Roundabout

Written and Illustrated by

Paul J. Gough

REVISITING Lisbon after 20 years I found it very interesting to look at the local confectioner's shops. The best and most up-to-date is the "Suissa" on the Rossio—a magnificent square of tremendous size with shops all round divided by two wide tree-lined avenues of traffic, this square is the hub and heart of Lisbon which boasts many more attractive squares. The Portuguese are a coffee and cafe loving people and as soon as the first days of Spring sunshine appear they sit out-of-doors at cafe tables.

One speciality which took my eye was a pastry called "Pasteis de Tentugal" which is a confection made in circles and half-circles. The pastry is of an unbelievable lightness and the filling is usually boiled egg custard. I would classify them as first-class pure confectionery with the most mouth-watering appeal.

Another popular line is called "Sonhos" which is made of chou paste and dropped in a ball shape into hot fat and cooked to a golden brown colour. Afterwards they are only sugar-dusted and usually eaten with coffee.

The goods produced at the "Suissa" looked well and those which I tasted were of excellent quality. The gateau finish was rather over-elaborate for our taste, but most probably suited the Portuguese. Rather striking was the fact that behind the counters

Figs and Almond Flowers

Inside the Pastelaria Castanheira at 11.30 *p.m.*

Some of the Shops mentioned in this article

Rosas d'oura (Roses of Gold)

they use only male service. Besides confectionery and pastries they also sell and serve savouries, soft drinks and wines.

Sitting at the " Suissa " one can watch the world pass by and at the same time enjoy a real Portuguese custom of having one's shoes polished. The " shoeshine boys " are specialists at their job and do a roaring trade as the men of Lisbon are very shoe conscious. So drinking coffee, eating pastries and having one's shoes shined are an inseparable trio.

Opposite the " Suissa " on the other side of the Rossio is the " Florida " which had quite an interesting window-display, besides the usual Portuguese confectionery. This consisted of large marzipan fishes, floral designs and marzipan fruits. Not far off in another big square called Praca da Figueira is the " Confeitaria Nacional," which business has been in existence for over 100 years. They had a first-class range of gateaux decorated with cream, fruit and marzipan.

Groceries as well

One is struck by the fact that even the best confectioners sell a certain amount of sausages, cheeses and other groceries, wines, and any type of drinks a thing most noticeable at the " Casa Brasileira" which had really delicious confectionery combined with these other goods. Most astounding were the business hours, many shops keeping open till midnight : I can only presume they do work in shifts as I found them open again early the next morning.

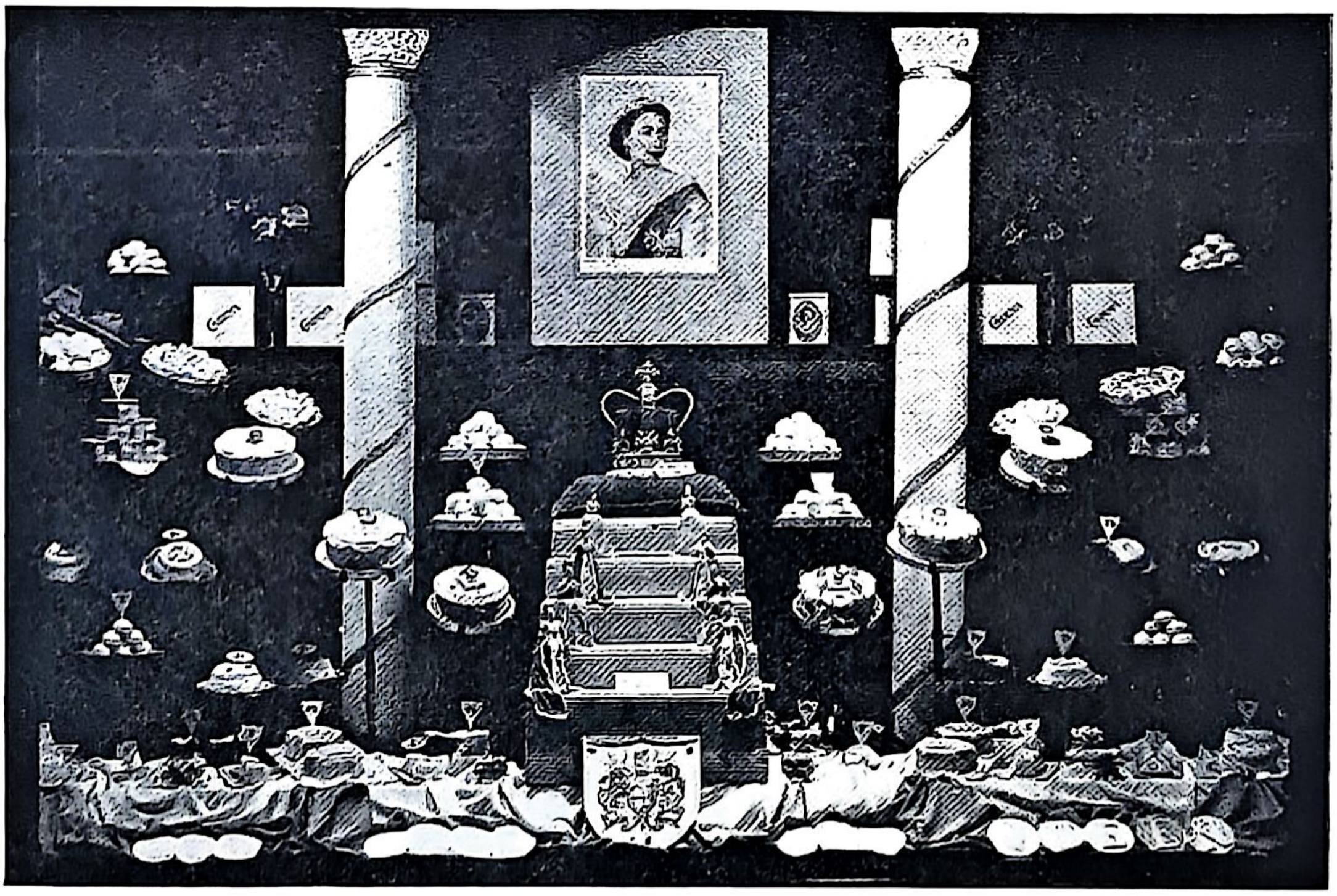
When in doubt,—" Ask a policeman "—is our saying but knowing no

Pasteis de Tentugal

Portuguese beyond the polite phrases I enquired at the offices of B.O.A.C. for the best typical Portuguese confectionery shop. I was fortunate in finding myself addressing a young man with a definite Scottish accent. He was a University student—a Portuguese with a Scottish mother and working his way through college by doing part-time work. He advised me to see " Pastelaria Castanheira in the Rua Eugenio dos Santos —a street not far from the Rossio. Arriving there I had to speak with hands and fingers and by pointing to my camera they somehow understood what I was after. Looking across the shop I spotted two sailors and luckily one understood some English. With his help, the manager of the shop appeared and via the Navy's intervention I gathered some information regarding the business.

The goods produced were of popular appeal, larger in size than at the other shops and pastries were priced from about 6d. a piece. Types of Queen cakes, custards and puff pastry seemed very popular. They also had a choice assortment of wine and tea biscuits. Astounding to me was the constant flow of customers which crowded the counters. At this shop they do not serve any refreshments. It is just a cash-and-carry trade. The inside shot, taken at 11.30 p.m. from behind the counter, gives an idea of the business going on even at that late hour. The outside of the shop is rather plain but the facade is covered with coloured tiles in the typical Portuguese manner.

Coronation Window Display



This attractive Coronation display appeared in the window of the Cadena Cafe at Tunbridge Wells. The figures on the steps were all Peeresses and the robes and coronets of the various Orders had been carried out. The Coat of Arms at the base of the steps was executed in sugar. Red, white and blue silk had been used for dressing the base and back of window.

MOORHOUSES

FAMOUS

RASPBERRY JAM

'makes'

this delicious

SANDWICH

MOORHOUSES, THE BAKERS' SPECIALISTS, Sunglow Model Factory, Leeds 11 and Nuneaton

A Visit to Germany

by **Meditator**

WHEN one has never visited a country before, it becomes just that much more of an adventure. So, when I alighted at Düsseldorf from the plane which had carried us so smoothly from London, I was intensely interested to see this country, with which so short a time ago we had been in mortal conflict.

A pleasant surprise which awaited many of the British visitors was to find the president of the German Confectioners' Association, Herr Heinemann, waiting to greet them as they stepped from their plane.

As I entered the Customs Hall I noticed how new and spick and span everything was. I was most favourably impressed by the building and the fittings in it. They were modern but they had a dignity and grace which is so often lacking in present-day design. It would not be out of place here to comment on some of the new building going on in Germany. My first impression was one which was to be repeated time and time again as I saw more and more fine and beautiful new buildings. It seems that the Germans have tackled rebuilding from a different angle to our own. Instead of building homes for the people, they have given priority to rebuilding factories, banks and shops, to give the people work.

As our coach travelled into Düsseldorf itself the extent of the damage done by Allied bombing was revealed. I will only say that I am glad I was not a local inhabitant in any of these Rhineland or Rühr cities 10 years ago. The Germans seem to be working very hard to repair the damage caused by the Second World War, but a tremendous amount remains to be done.

Many British Visitors

Arriving at the hotel, one might have stepped into any hotel at home. Every one of the guests seemed to be British. So it was throughout my stay. Everywhere I went I bumped into somebody from home; members of the British Confectioners' Association, a party of Scottish students, contributors to the British stand, representatives of the co-operative movement, of the Bakery Trade Executives' Guild, innumerable allied traders, and many other friends who had made the long journey in a private capacity.

My first shock was a simple one of pounds, shillings and pence, or rather marks and pfennigs. It was difficult to believe that when I had a 100-mark note it was equivalent to nearly £10. It did not seem to go very far. Life in Germany is very expensive.

My second salutary shock came the following morning as I walked in the bright sunshine up the famous and beautiful main street, the Konigsallee. The window displays were excellent. During my wanderings I saw some of the finest window displays, and I am not referring speci-

(*Continued on page* 354)

NUTREX

KEEPS FAITH WITH

THE BAKER

The sales policy of NUTREX remains unchanged. NUTREX supplies BAKERS—and only bakers—with NUTREX GLUTEN from which the most profitable and easiest-to-sell bread of all takes its name. The NUTREX company will continue to serve the baking industry and—by continuous and repetitive sales promotion—to ensure for the baker both his legitimate business and his fair trading profit. You can trust NUTREX to keep faith with the baking industry.

A STATEMENT ON POLICY BY NUTREX LTD

MADDOX STREET, LONDON, W.1

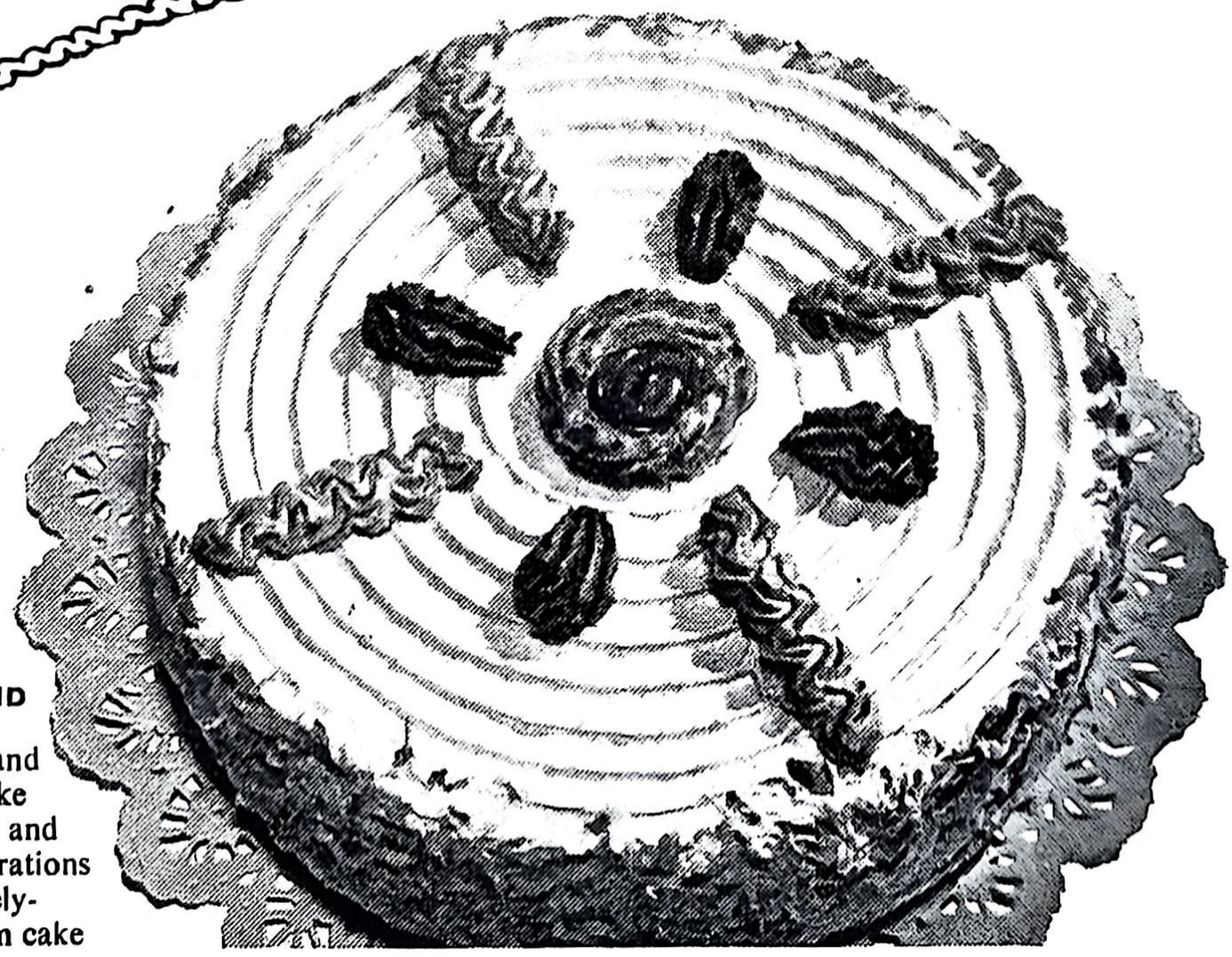
Novel piping makes

Much interest was aroused by the novel use, in our Coronation Bulletin, of an Almond rout mixing as a decorative piping medium for iced or cream-covered gateaux.

Used in this way, the rout mixing possesses two great advantages. It saves time in the finishing of cakes, since the decorative pieces can be baked beforehand and stored. And it affords new opportunities for striking variations in the presentation of the same basic lines.

Our latest bulletin—No. 136—gives more ideas on the use of this simple and effective decoration.

Formulas for the cakes shown here are given in recent bulletins—they are the best that can be made to-day. But, ideally, we would suggest cakes and icings made with Thomas Hedley's "Sweetex."

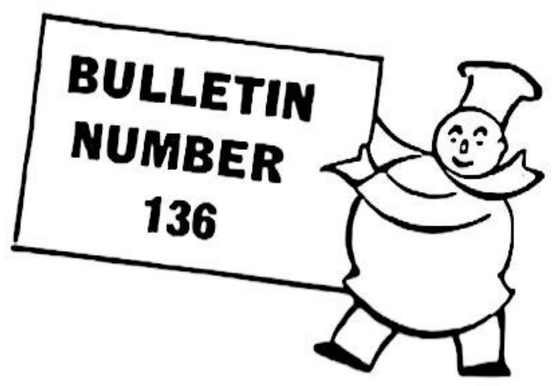


PIPED ALMOND ROUT PIECES baked beforehand and stored, make very distinctive and profitable decorations for this delicately-coloured, cream cake

idea saves time, money!

We hope "Sweetex" and "Promex", the famous pre-war shortenings, will again be available from Hedley refineries. And when they are, what a trade British bakers will do!

"Sweetex" really makes sure of rich-eating, fine-textured "high-ratio" cakes. And "Promex", the finest all-purpose shortening, is ideal for high quality frying and delicious pastry. Both "Sweetex" and "Promex" can promise you customers who come back for more!



If you are not already on our FREE mailing list, please send us your name and address.

HEDLEY RESEARCH BAKERY

THOMAS HEDLEY & CO. LIMITED

TRAFFORD PARK MANCHESTER 17 TRAFFORD PARK 0666

A Visit to Germany

(*Continued from page* 350)

fically to confectionery, that I have seen anywhere, including Paris.

It was, however, the first confectioner's shop window that halted me in my tracks. It was not so much the quality of the articles displayed, but their presentation, which struck me at first. This theme of "presentation" is, perhaps, the one which could be developed most in this country. By that I mean the most invaluable lesson to be learned from this visit was the application to everyday goods of this "presentation." Judging by the number of reports I have read of speeches by those who went, this is something that impressed itself on their minds in no uncertain fashion.

Counter Displays

On entering the shop, or rather cafe, as most of the trade is cafe and not counter, I was even more deeply impressed. It was plainly obvious that the Germans pay as much attention to counter display as to window display. The furnishings and fittings were again most tastefully and beautifully done.

In case any should think this cafe was an isolated example, I can assure them it was not. At a certain village on the Moselle I had tea in a cafe which would have enhanced the smartest street in Britain or boulevard in France. Another example of this "presentation" I found in a small confectioner's shop in a back street in a small town further up the Rhine. All who saw it were surprised and, once again, impressed.

Perhaps I should apologise for using this word "impressed" so much, but it was the word that was spoken so often by so many British visitors. A phrase I heard dozens of times was: "The more I see of this country, the more impressed I become." Do not misunderstand me, there were many things I saw which I would not like to see in Britain. The deeper one probed into certain conditions the less one liked them.

For example, one seldom saw any slacking on the job, but there is much unemployment. Workers work very long hours, but they have to in order to earn sufficient money to meet the high cost of living. When employees are sick they are frightened to stay away in case they lose their jobs.

Nevertheless, whether the methods adopted by the Germans are right or wrong, it is a matter of opinion largely depending on outlook, it cannot but be denied that they do and are producing results.

Enough of this digression, however. After a cup of coffee and slice of torten, 4s. 6d., I continued on my way to the International Confectionery Exhibition. After all, this was the reason for my visit, so it is high time I said something about it.

Fine Exhibition Hall

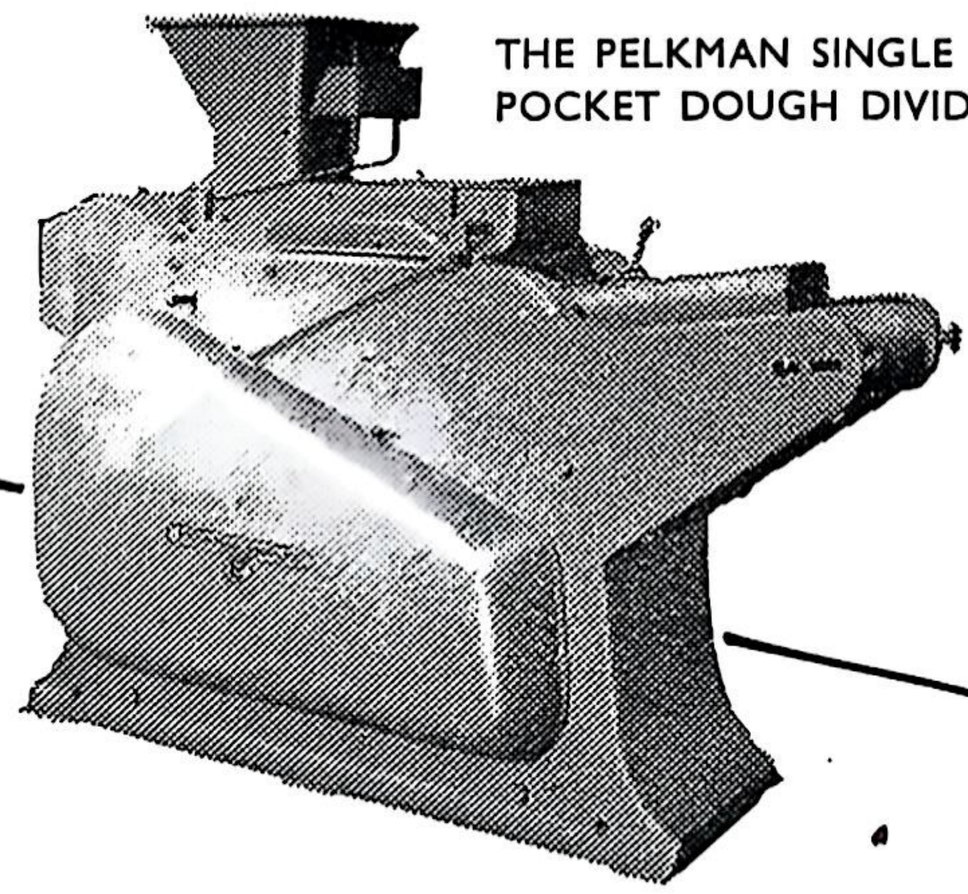
First, the exhibition halls; it is said that these new halls are the finest exhibition halls in Europe. This I can well believe; they were light and airy, the walls being mostly window. Incidentally, all the halls are not finished yet. Builders were still working on the one with the different countries' exhibits right up to the opening.

Which brings me to the high-spot of the whole visit, the British stand organised and staged by *The British Baker* and *Confectionery and Baking Craft*. Readers will already have some idea of the quality of the goods sent from the pictures that appeared in last month's issue of this journal.

I cannot, however, continue without paying my tribute to all those

dividing the dough . . .

We are always preoccupied with filthy lucre . . . but then, who isn't? After all, no one is in business just for fun, and successful bread production entails careful handling of dough . . . in every way. Pelkman Dough Dividers with their low initial cost, superior design and reliability, represent the best investment for any kind of dough, including White, Brown, Currant. Fruit, Malt or Honey.



THE PELKMAN SINGLE POCKET DOUGH DIVIDER

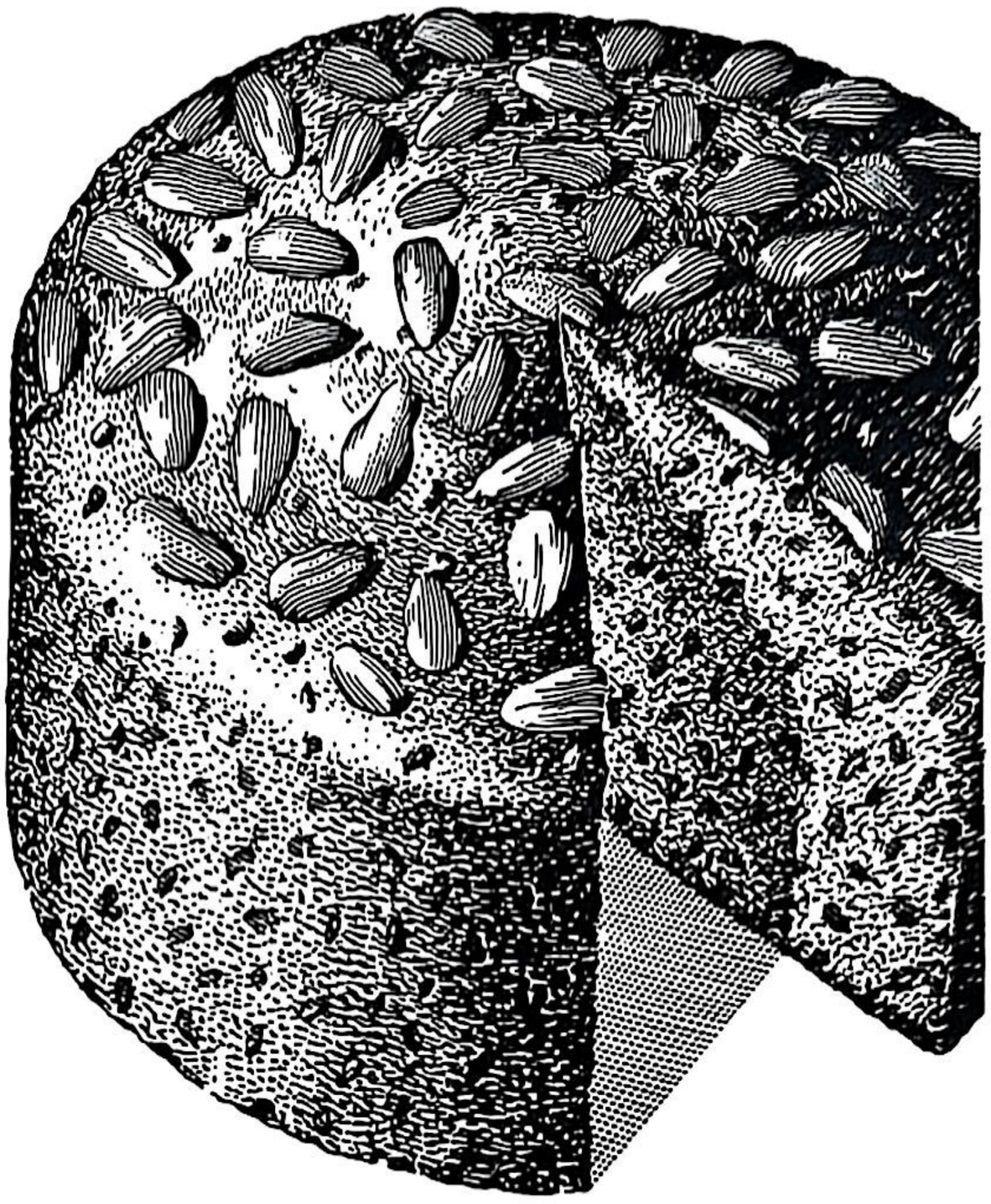
Accurately scales even the slackest dough, and its gentle handling ensures no felling. Capacity of 1,350 two-pound or 2,750 one-pound dough pieces per hour. Only requires a 1 h.p. motor.

Write for full details and literature to:—

PELKMAN BROS LTD BAKERY ENGINEERS
1-3 BRIXTON RD LONDON SW9 TEL RELiance 4226

2822

No matter how you look at it..



cakes look better, taste nicer and sell quicker, when made with fat supplied by the

SPECIALISTS*

* ***WESTERN MARGARINE LTD.***
Acton, London, W.3, 'phone: Acorn 0146

* ***PEDEN REID & WALKER LTD.***
Shettleston, Glasgow, E.2, 'phone: Shettleston 1611

* ***JOHN WALLACE & CO. LTD.***
Kilmarnock, Ayrshire, 'phone: Kilmarnock 38

responsible for the best show in the exhibition: the craftsmen who made the goods, proving to the confectioners of Europe that the British craftsman takes second place to none; the organisers for financing, arranging the display and, above all, for getting so many fragile masterpieces across undamaged, in itself a miraculous achievement; to all those who helped and worked so hard, including an unknown British European Airways pilot on whom so much depended, to put on a great show under difficult conditions, which has uplifted the prestige of the British confectioner throughout Europe.

Make no mistake about it they did a great job, not only for our trade, but for Britain.

Biggest Crowd

The British stand was easy to find; you just went to the spot with the biggest crowd.

Among the other countries' stands the one by Western Germany is worthy of special mention. It cannot be compared with our own for the very good reason that the style of article was quite different. In their own style, however, the goods were excellent. What is more, those goods were precisely the same as those to be seen in the shop windows of the confectioners. There was no exhibition style *or* commercial. The commercial was exhibition quality.

I should explain here that the German confectioners do not bake any bread, nor do the bakers make confectionery; that they work in small units, there is no mass production, and a great deal of time and care is spent on each article. Thus they have to ask high prices, or prices that seem high to us; for instance, torten work out at about £1 each or 1s. 6d. a slice. They are, however, made of the highest quality ingredients.

Those who have visited Switzerland, as I have, since the war may well be wondering what all the fuss is about. Why all the praise for this German confectionery they may ask —look at the Swiss confectionery.

I found myself wondering why I was seeing these goods through rose-tinted spectacles. The reason for the British visitors' surprise is, I think, the factor that lies behind every aspect of German life. She lost the war, we beat her and occupied her. Yet here is puff-paste made with half-butter; fresh cream only; best quality tinned and fresh fruit of all descriptions on flans. It hurt rather to find that in Germany there has been no rationing of ingredients, allocations, or control since 1948. A somewhat ironic state of affairs when we consider the shortages and substitutes with which this country has had to put up for the past 13 years.

No Competitions

To return to the exhibition. It was in some respects disappointing. There was no heavy machinery or ovens there, but, here again, the nature of the confectioner's trade in Germany should be remembered. The exhibition was rather startlingly different from our own in two respects. Firstly, there were no competitions at all, it was purely an exhibition. Secondly, there were a considerable number of stands selling items that had nothing to do with the trade, such as jewellery, ironing boards, flower holders, handbags, garden furniture, etc. At least it had this advantage (?), that those who were accompanied by their wives had no difficulty in persuading the ladies to come along to the exhibition.

There were, however, many gadgets, small machines, and display ideas which made a detailed tour of the halls far from a waste of time. To mention but a few of the things that caught my fancy. A very neat chocolate enrober for the medium-sized bakery; a hand-whisk with a perforated pipe in it, with an electric fan in the handle which blew air through the pipe, thus giving complete aeration in a matter of seconds. The same idea was incorporated in a power whisk. A savoy bag of some synthetic fibre which was impervious to moisture, plastic piping tubes, and plastic covers for bowls containing royal icing.

Many, no doubt inspired by what they had observed, bought torten moulds and knives. I wonder if they will get 1s. 6d. a slice!

Disappointing Section

In one hall there was a row of working bakeries and shops manned by Düsseldorf confectioners, where the public could see the goods being made and then buy them. The historical bakery section was very poor and disappointing. This was one item I thought the exhibition organisers could have made much more of than they did.

Of the non-trade items which created interest I will mention but two. The first was a peeler for potatoes, carrots, apples. oranges, etc., which followed the contour of the vegetable or fruit, and the second a smart plastic handbag which opened out into a large shopping bag, which in turn could be blown up and used as an air cushion.

There was much to see which could easily be missed by a cursory glance. One simple but most effective display idea I noticed was a spray of gold leaves on wire stalks, with white sugared almonds, also on stalks.

Major disappointment to Scots visitors were the two attractive young ladies in full Highland regalia on Mackintosh's Toffee stand, who did not speak a word of English, pardon —Scottish!

Returning to my hotel that evening I did a very silly thing—I took a taxi. To those who may have a "death wish," I recommend a ride in a German taxi, guaranteed kill or cure. Of all the hair-raising, death-defying experiences—the trouble is there is no, I repeat, no speed limit in Western Germany. Consequently 70 m.p.h. down the main street is rather slow. After that I went by bus, tram or walked. As a matter of fact, the latter was a little dangerous when it came to crossing the road. Apart from the natural tendency to look the wrong way, imagine crossing the track at Silverstone during a race.

Visit to Bakery

I cannot close this article without mentioning the visit I paid to the bakery of Herr Funke Kaiser. This was a most interesting and refreshing experience. As it was May Day there was only a skeleton staff at work.

The first thing that must be stressed is the absolute cleanliness of the bakery. It was more like a hospital operating theatre. That is obviously an exaggeration but, nevertheless, it is the best comparison that I can think of which will describe the spotless condition of this bakery. And it did not stop at the bakery. We descended to the stores—they were just about as clean as the bakery.

One thing I noticed was an outlet drain in the middle of the tiled floor, which would not have passed our sanitary people. There were also several machines without any safety guards at all. I was told by some of

(*Continued on page* 362)

"There is nothing better than the best" —

and Smith Hayden *offer you their Bakery-Proved prepared materials for best results*

"LYFARINE"
DRIED WHEAT

GLUTEN

is the ideal, natural live-cell, non-chemicalised flour strengthener for Protein-Added 10 oz. Nutritious

WHITE & BROWN BREADS

to sell under your own name at your own price,

AND FOR

VIENNA BREADS AND ROLLS
FERMENTED GOODS & PUFF PASTRY

Profitable commercial recipes
FOR GREATER SALES
available on application

ALMONDS, MACAROON PASTE, MARZIPAN, LEMON CURD, PIPING JELLY, FONDANT, MARSHMALLOW, MINCEMEAT, PRALINE, MARZIPAN FRUITS AND FLOWERS, SUGAR FLOWERS AND COLOURED STRANDS, ORANGE AND LEMON SLICES, AND COLOUR AND FLAVOUR PREPARATIONS—
all of the highest quality, purity and uniformity

SMITH HAYDEN & CO. LTD.

Almond Millers, Fondant and Marzipan Manufacturers

CAMBRIAN WORKS, CROYDON ROAD, BECKENHAM, KENT

Represented by :

Mr. S. Butcher, Heather Farm, Chilworth, Southampton, Hants.
Mr. G. P. Davidson, "Wendy Nook" Pooley Bridge, Penrith, Cumberland.
Mr. G. T. Davis, 22, Walton Avenue, Bare Lane, Morecambe, Lancs.
Mr. S. T. Davies, 18, Oak Avenue, Ickenham, Uxbridge, Middx.
Mr. O. G. Folkes, "Tresown" Punchbowl Lane, Boston, Lincs.
Mr. N. Hague, 31, Dalston Drive, Didsbury Park, Manchester, 20.
Mr. F. A. Jones, and Mr. A. H. Walley, 86, Halifax Road, Dewsbury, Yorks.
Mr. H. M. Lidstone and Mr. R. M. Lidstone, "Broadlands", Newton, Mumbles, Swansea, Glam.
Mr. D. J. Morris, 179, Marlborough Road, Swindon, Wilts.
Mr. R. Reading, 92, Grange Road, Rhyl, Flints.
Mr. S. Silson, 11b, Tulketh Street, Southport, Lancs.
Mr. A. E. Simpson, 14, Chestnut Drive, Rednal, Birmingham.
Mr. P. D. Simpson, 15, Meadowbrook Road, Northfield, Birmingham, 31.
Mr. R. S. Smith, 18, Hayes Gardens, Hayes, Bromley, Kent.
Mr. F. W. Timbrell, 73, Groveland Road, Beckenham, Kent.
Messrs. Watkins & Hodges, "Platway", Shaldon, Teignmouth, Devon.
Mr. A. W. Wiseman, 90, Mildenhall Road, Clapton, London, E.5.
Mr. N. M. Wilson, 54, Talbot Street, Belfast, Northern Ireland.
F. S. Cottier Ltd., 9, Ridgeway Street, Douglas, Isle of Man.

Agents for Scotland : WATSON & PHILIP, LTD., DUNDEE and BRANCHES

Book Reviews

" Restaurant Management and Catering Practice "

By ERNEST GOLDSTEIN

Before he left for Australia, where this book has been published, Mr. Goldstein was well known in England and on the Continent in the restaurant and hotel business. He has had service in the Savoy Restaurant and the Trocadero in London, as well as in Paris and Berlin. It is on the wide experience gathered that Mr. Goldstein has based this first volume of what is termed " Profitable Catering Series."

Wisely, he has not only written for experts but also addressed his book so that it will enable the novice to launch himself into business despite the exigencies of present-day trading, while the more experienced caterer or restaurateur will find many essential pointers to increase his profits and the efficiency of the business.

There are ten parts to the book, each sub-divided into chapters. The first part is concerned with management problems, including the human factor, fundamentals and peculiarities of the industry ; Part II, of big interest to the beginner, is devoted to starting a restaurant, where Mr. Goldstein describes the points to watch in the selection of premises; layout and planning of kitchen and servery, with plans; layout of the dining-room, including furniture and fittings, lighting, ventilation, and air conditioning; Part III, kitchen and dining-room equipment; Part IV, the problems of food; Part V, staff; Part VI, costing and cost-accounting; Part VII, the host; Part VIII, side-lines; Part IX, advertising, public relations and display; Part X, taxation, applicable to Australia. In addition to many line drawings to illustrate the points mentioned in the book, there are several photographs of machinery and equipment.

In the chapter on equipment, Mr. Goldstein acknowledges the help he received from Mr. E. Mallison, M.A.I.R., who, incidentally, is in the course of preparing the second volume of the work, to be entitled " Restaurant Planning, Equipment and Management."

Restaurant service and catering management are universal and, although Mr. Goldstein went to Australia before he penned the work, the book has lost nothing and, indeed, probably gained a great deal from the conditions prevailing there. It is a valuable addition to the caterers' library.

Published in Australia by Associated General Publications, Pty., Ltd.. " Restaurant Management and Catering Practice " is purchasable through the Book Dept., *Confectionery and Baking Craft*, Stafford House, Norfolk Street, London, W.C.2, price 36s., post free.

" Grundbegriffe Der Konditorei "

By WALTER SCHULZE

This new book, the title of which could be translated as " Basic Facts for the Confectioner," contains in question and answer form, in German, much that will be of help to the confectioner in everyday practice.

Subjects dealt with include yeast doughs, short and puff pastry, marzipan, praline, creams of all kinds, sugar boiling, jams and preserves, honey and gingerbread cakes, and

CHOSEN BY
THE
COUNCIL OF
INDUSTRIAL DESIGN

19 G R 51
THE FESTIVAL OF BRITAIN
We hereby certify that the products of
Jas. Cruickshank Ltd.
were chosen for display in the Official Festival Exhibitions

THE ONLY VERTICAL MIXER

shown at the

SOUTH BANK EXHIBITION
FESTIVAL OF BRITAIN 1951

Special Features :

Constant Mesh 4 speed Gear Box with single lever control.
Automatic and instantaneous Bowl Clamp.
Power Hydraulic Bowl Lift.
Separate drive on head for coupling to Mincer etc.
All Automatic Lubrication of Gears and Bearings, with sight indicator on control panel.
Interchangeable equipment giving bowl capacities of 36-80-100 quarts in one model.
Total enclosure of electrial equipment and transmissions.
Hygienic design and efficient performance.

JAMES
Cruickshank
LIMITED
24 DUFF STREET, EDINBURGH

CRUICKSHANK AGENTS AND SERVICE FACILITIES THROUGHOUT GREAT BRITAIN AND IRELAND
APPLY FOR NEAREST ADDRESS

ices. There is also a form of trade dictionary.

The especial object of the book appears to be to help the apprentice or assistant confectioner through his master examinations and to that end it is probably as valuable to those who have the German tongue as are our own "Reasons Why" and "More Reasons Why." For those with the Continental interests, "Grundbegriffe Der Konditorei" is available through the Book Department of *Confectionery and Baking Craft* at 18s., post free.

"Mrs. Beeton's Cake-making"

This is another in the long string of handy reference books of the Mrs. Beeton's Series. For 5s. this book represents good value for money, although the bread baker and confectioner will find much within its pages to cause a smile; for the really ambitious bread baker, instructions are given on the manufacture of yeast.

Buns, biscuits, and pastries are all dealt with in the book, which is illustrated and has 350 recipes. For 5s. 6d., post free, obtainable from the Book Department, *Confectionery and Baking Craft*, the book is well worth its price in the domestic kitchen.

A Visit to Germany

(*Continued from page* 358)

the members of the B.C.A. who visited the Brandt biscuit factory that there were several instances there where safety guards were conspicuous by their absence. Our factory inspectors would have a field day in Germany.

To give a description of the goods I saw being made would be of only, more is the pity, academic interest. One small item I did notice was an ordinary puff pastry-cheese cocktail fancy, but with a split almond on the top. A rather unusual mixture, but one which was very pleasing to eat. I shall certainly include some in the next order for cocktail fancies I receive.

British Prestige

As the plane circled the airport I took my last look at Düsseldorf. I had seen much of interest; picked up several useful tips and gadgets; above all I was glad that the prestige of the British confectioner had been restored to its rightful place on the Continent. There was much that had impressed me, and given me plenty to think about when I considered the economic future of our country. Finally, there was the other side of the picture, which I have touched on lightly in this article.

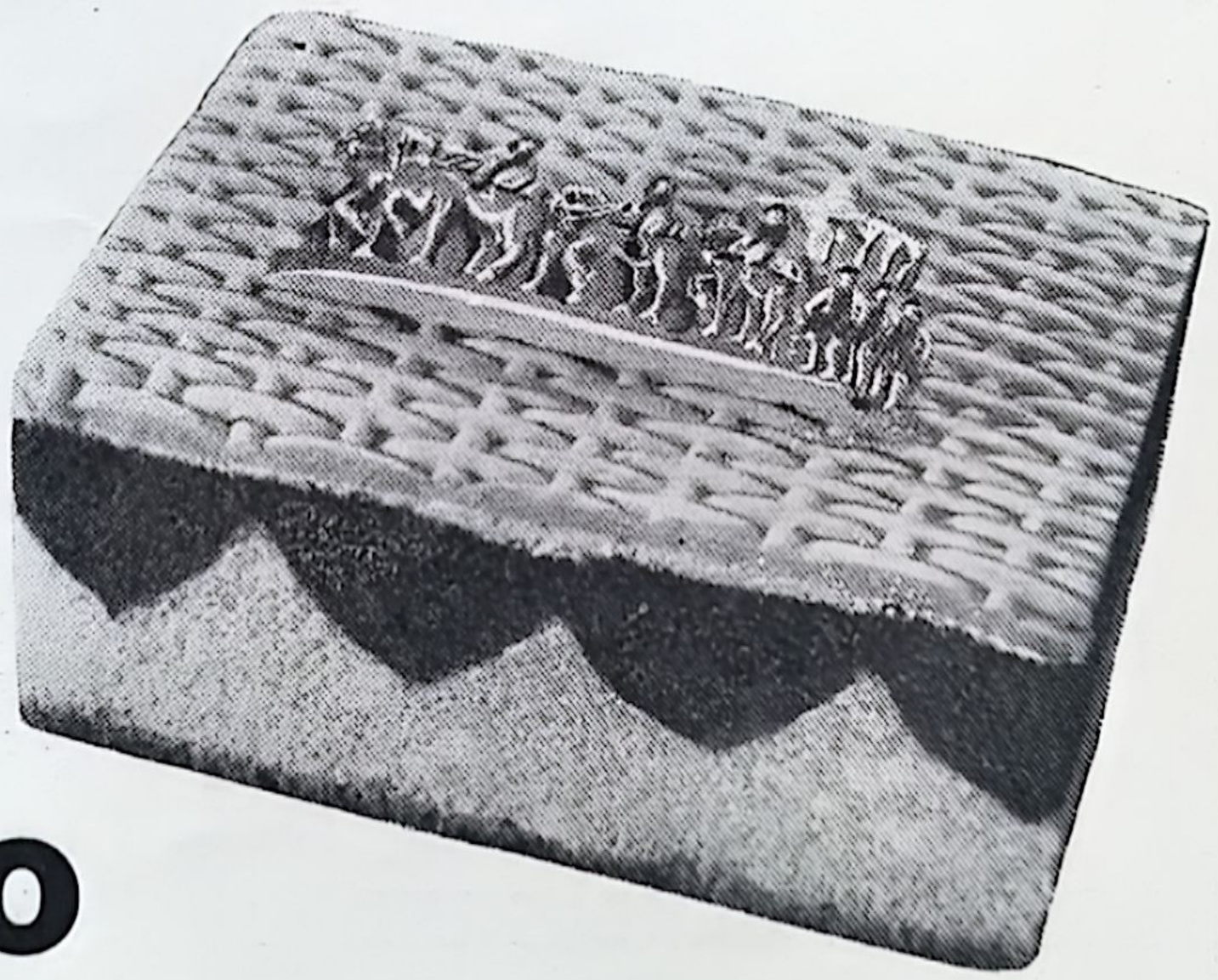
Rayner's

Distillers of Flavouring Essences for 100 years

RAYNER & CO. LTD., COMMERCIAL ROAD, EDMONTON, N.18

A Royal Cake for 1953

'Halo' Bakers will welcome this topical line which will increase turnover and profit. A star line for celebration displays. Recipe and full production details on application to your nearest Spillers office.



Bunting Cake

HALO

CAKE FLOUR

HALO

The modern "High Ratio" Cake Flour

SPILLERS LIMITED, 40 ST. MARY AXE LONDON, E.C.3.

Yesterday

he worried all the time

Today

Acti-Meringue Powder has stopped all his worries.

He relies on Acti-Meringue Powder for dream Meringues and perfect Royal Icing loved by his customers. No further difficulties in getting even quality — no sleep lost over costing problems — Acti-Meringue Powder for Meringues and Royal Icing means considerable savings all the year round.

BRITISH BAKELS LTD

44, ST. PAULS CRESCENT, LONDON, N. W. 1
TEL. GULliver 2182
(Head office: 14, Pall Mall, S. W. 1)

Taste Tells!! — ALWAYS USE Tidswell Essence

FOR ALL FOOD PURPOSES

VANILLA FLAVOURING

UNRIVALLED FOR QUALITY

GOODWIN TIDSWELL LTD.

Essence Distillers, Manufacturing Chemists

Atlas Works, Carnarvon St., Manchester 3

ASK FOR TRAVELLER TO CALL

Agents for Chef-de-Set Jelly Powder

BAKERY BOOKS

for

REFERENCE or LIBRARIES

A selection from the most comprehensive and finest books published are available to you. They are a splendid investment and always make a pleasing gift to anyone in the trade.

Send for full Catalogue

The "C.C." Trade Library

Stafford House, Norfolk Street
Strand, W.C.2

18 awards in 14 days!

Hearty congratulations to

Messrs. G. P. HALL Ltd.

and

Mr. F. E. PURCELL

On winning 18 awards at the Merseyside Exhibition, the Essex Exhibition and "The British Baker" competitions, including "Firsts," "Seconds," "Thirds" and Diplomas using the

NEW SUPER POTAVIE YEASTFOOD

The best food for yeast, "Super Potavie" saves losses on "stales" and increases the keeping qualities for days. Write to-day for sample and full details.

Used at 1-lb. per sack.

PURITY SFP TRADE MARK

THE STANDARDIZED FOOD PRODUCTS Co Ltd

ALBERT WORKS, CHATSWORTH Rd., STRATFORD, E.15.

LESME EXACTITUDE

Every blend of Lesme couverture is accurately balanced in its proportions, and these are always followed with great exactitude, batch after batch. The user is therefore assured of regular working qualities without any of the disruption of work that can arise when fluidity or other qualities deviate from the chosen standard.

LESME LIMITED

Chocolate Couverture Specialists,

Sunya House, London N.W.10

Printed in Great Britain by F. J. PARSONS, LTD., London and Hastings, for the Proprietors MACLAREN & SONS, LTD., Stafford House, Norfolk Street, Strand, London, W.C.2.